

Larkin

THE NAME THAT STANDS FOR QUALITY



FALL and WINTER 1948

Catalog 214

for better, happier homes . . .

The Larkin Plan

Shopping from the Larkin Catalog — selecting things you need in the comfort of your own home — is such a delightful way of saving time and money that we suggest you share the privilege with your friends and neighbors. Become a Larkin Secretary and you will be liberally rewarded . . . or if you prefer, you may join a Larkin Club and pay for your needs in small weekly or monthly payments — or order any amount at any time from a Larkin Neighborhood Secretary.

You are Invited to Become a Larkin Secretary

Want to Know How? . . . And All about the Liberal Rewards?

Merely write for our circular, "The Larkin Plan." It explains in detail the four different ways of sending orders, the simple duties of a Secretary, and the liberal Rewards you can earn. You take orders from your friends for anything shown in this Catalog and send them to us — being a Larkin Secretary is as easy as that!

You Will Enjoy Being a Secretary and Find it Most Profitable!

In introducing the easy, armchair way of shopping from a Larkin Catalog to your friends, you do them a real favor they will be quick to appreciate. Being a Secretary requires but little of your spare time and every minute of it will be fun — profitable, too, as the Rewards will help you to secure lovely things for your family and home.

Does your Church or Lodge Need Money?

THE LARKIN NEIGHBORHOOD ORDER CHURCH AID PLAN is an easy way to raise money for Church, Lodge, Veterans' Organization or other worthy cause.

Write for circular which fully explains this plan.

among the finest of the Famous Larkin Products . . .

Larkin Perfumes

Exquisite blends of the most delicate fragrances — delightful as the flowers themselves. Comparable in fragrance — in strength — and in lasting qualities with the most expensive of the world's famous perfumes . . . the very slightest dab proves this! Yet . . . these Larkin prices are low!



GARDENIA

Highly treasured by gardenia lovers, so identical is this highly concentrated fragrance with that of the flower itself. First choice with many. Mfg. wt. 6 oz.

101—1 oz. bottle45¢
Federal Tax..9c



CARNATION

Sparkling, Stimulating! A pleasing, spicy fragrance you'll enjoy. Gives one that delightful sense of being gloriously alive! Mfg. wt. 6 oz.

124—1 oz. bottle45¢
Federal Tax..9c



MODJESKA

Many essences blended and harmonized into a rich fragrance such as no single flower can possibly give. A perfume like that of a bouquet of roses, violets, orange blossoms, jasmine, oriental flowers. Appealing to all! Mfg. wt. 6 oz.

110—1 oz. bottle45¢
Federal Tax..9c



VIOLET

Spring is ever present for those who use this sweet scent . . . a general favorite with young and old. So highly concentrated and lasting that the merest drop will linger the whole day through. Truly exquisite and a welcome gift on any occasion. Mfg. wt. 6 oz.

125—1 oz. bottle45¢
Federal Tax..9c



Elegante

As Elegant as its Name!

The perfume of elegance — typically Parisian, embracing that note of gaiety for which Paris has always been so famous. As exotic as a romantic moonlight night on the Riviera, yet hints of the fresh fragrance of woodlands in spring. Attractive bottle with ground-glass stopper. Mlg. wt. 6 oz.

188—1 oz. bottle85¢
Federal Tax..17c



CLOVER

A universal favorite with Larkin customers everywhere! This light, youthful fragrance is like that of a field of clover when the soft summer breezes blow — thrilling, intoxicating! Wear it anytime, anywhere — remember it when buying gifts. Mlg. wt. 6 oz.

122—1 oz. bottle45¢
Federal Tax..9c



LILY-OF-THE-VALLEY

So highly concentrated one little drop is as breath-taking as a whole bouquet of freshly-picked blooms all wet with dew. Pleasantly sweet, yet so refreshing — so lasting. A fragrance typical of Larkin quality. Mlg. wt. 6 oz.

123—1 oz. bottle45¢
Federal Tax..9c



SHAMROCK

A perfume for your gayer moods . . . as youthful and intriguing as the lilt of Irish laughter. As refreshing as it is lasting! Mlg. wt. 6 oz.

185—1 oz. bottle45¢
Federal Tax..9c



JASMIN

True fragrance of the tropical jasmin which exudes a perfume exquisitely sweet — expresses the language of blossoming flowers. Mlg. wt. 6 oz.

121—1 oz. bottle45¢
Federal Tax..9c

Petite Folie

Perfume of the Golden Era in France's Vivacious Life!

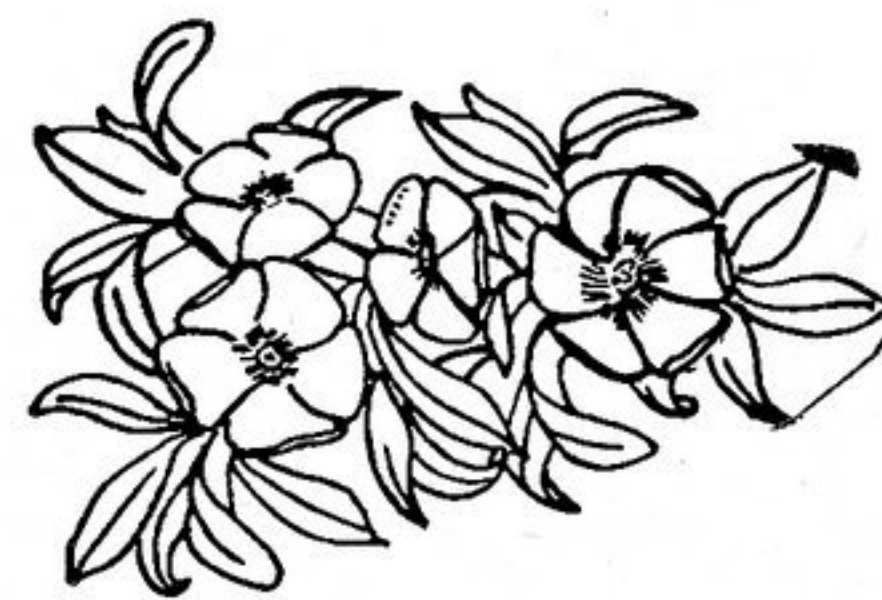
A New Fragrance for your Lighter---your Gayer Moments!

Softly Whispers of Frivolity and "Little Follies!"



Petite Folie — true to its name — is a bit intriguing, intoxicating . . . daring, perhaps, yet altogether charming. You will like this exquisite bouquet that is so reminiscent of the light-hearted abandonment with which care-free, fun-loving Parisians of the Golden Era enjoyed their little follies . . . that heightens your spirits, makes you feel gloriously alive. So highly concentrated that a single drop lends enchantment for hours. Mlg. wt. 6 oz.

120—1 oz. bottle.....59¢
Federal Tax..12c

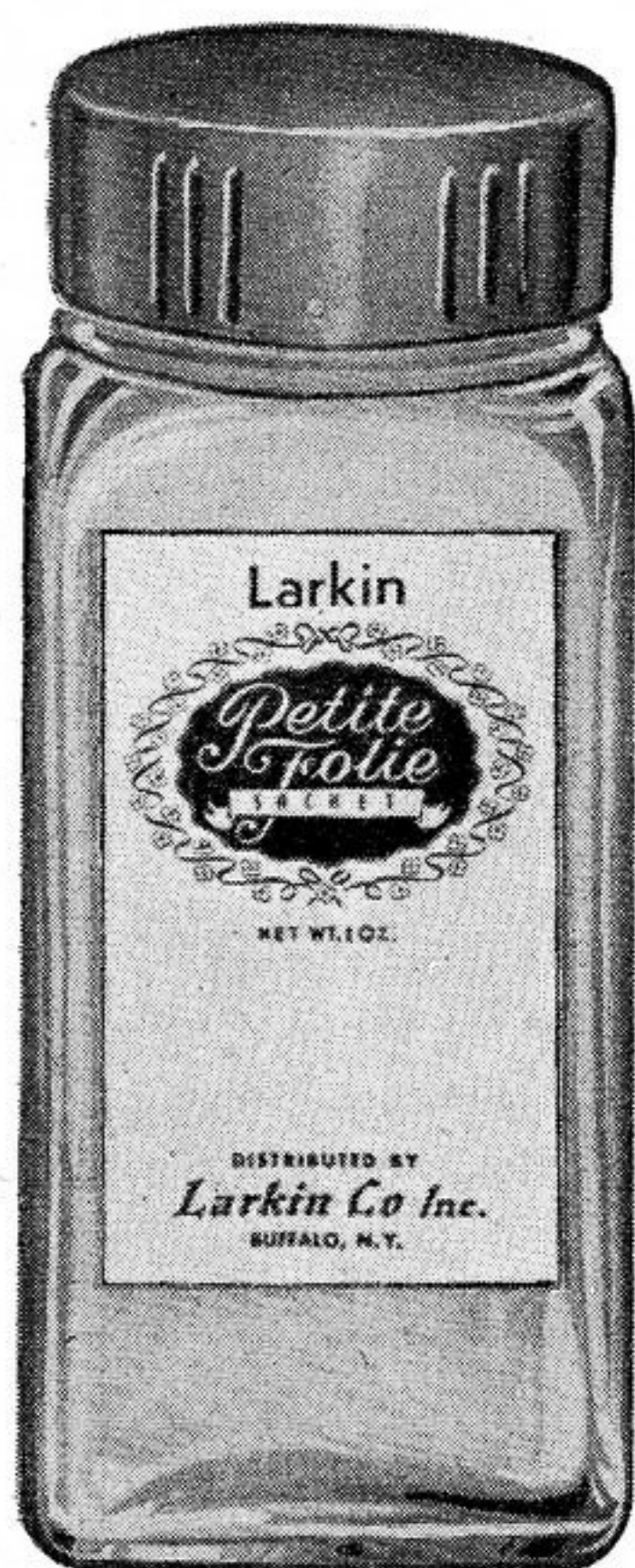


Larkin Products

Larkin Sachets

Finest of Dry Perfumes

Supreme in odor strength, lasting quality, choice of fragrances. Just a wee bit in tiny bag or envelope imparts a pleasing fragrance to lingerie, linens, hankies, storage chests.



Petite Folie

Like a Breath of Gay
Paree in its Joyous
Golden Age

A new bouquet we know you and your friends will enjoy! So alive with spontaneous gaiety — so typically Parisian both in name and spirit. Remember it next time you are choosing gifts — it has an air of frivolity that's pleasing. Mlg. wt. 6 oz.

130—1 oz. bottle45¢
Federal Tax..9c



Three All-time Favorites!

CLOVER

A perfume you never tire of — as choice for your linens, bedding, and dresser drawers as for your personal use. The honeyed scent of blossoming clover fields. Mlg. wt. 6 oz.

115—1 oz. bottle..30¢
Federal Tax..6c

GARDENIA

The exquisite fragrance of precious gardenias in your favorite form — dry perfume to sprinkle about your dresser drawers, accessory boxes, in gift packages. Finest made! Mlg. wt. 6 oz.

105—1 oz. bottle..30¢
Federal Tax..6c

LAVENDER

Down through the ages women who loved nice things sprinkled lavender leaves among their treasured lingerie and fine things. Modern women use Larkin Lavender Sachet. Mlg. wt. 6 oz.

116—1 oz. bottle..30¢
Federal Tax..6c

The Perfect Gift for All Occasions
birthday --- convalescence --- holidays --- bon voyage



VIOLET

It's pleasant to open stationery box or lingerie drawer and get a whiff of fragrance like purple, violets blossoming in the rain! Enjoy it — with exquisite Violet Sachet. Mlg. wt. 6 oz.

118—1 oz. bottle30¢
Federal Tax 6c



ORCHID

A sophisticated fragrance, rare and precious as the delicate flower itself — hinting of romance, mystery, luxury. A lingering fragrance you will like more each time you use it. Mlg. wt. 6 oz.

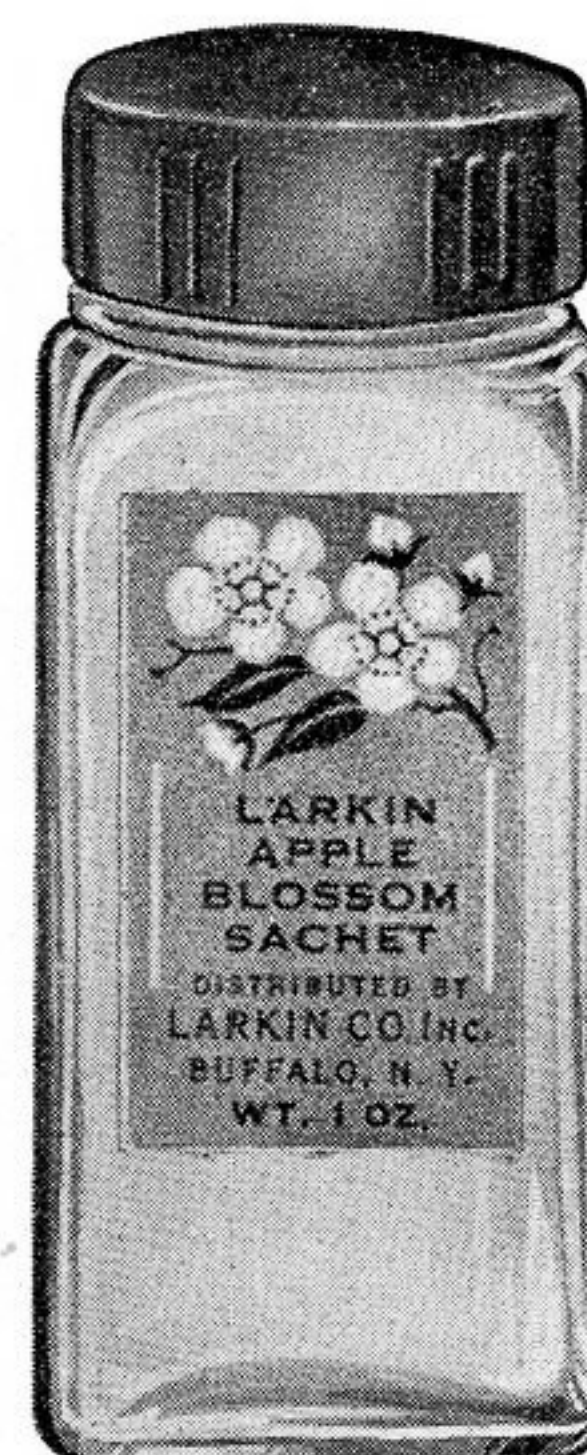
177—1 oz. bottle35¢
Federal Tax..7c



MODJESKA

The same delightful odor as Modjeska Perfume and Toilet Water. Its fragrance gives the feeling of well-being and happiness — just as fresh flowers do. Mlg. wt. 6 oz.

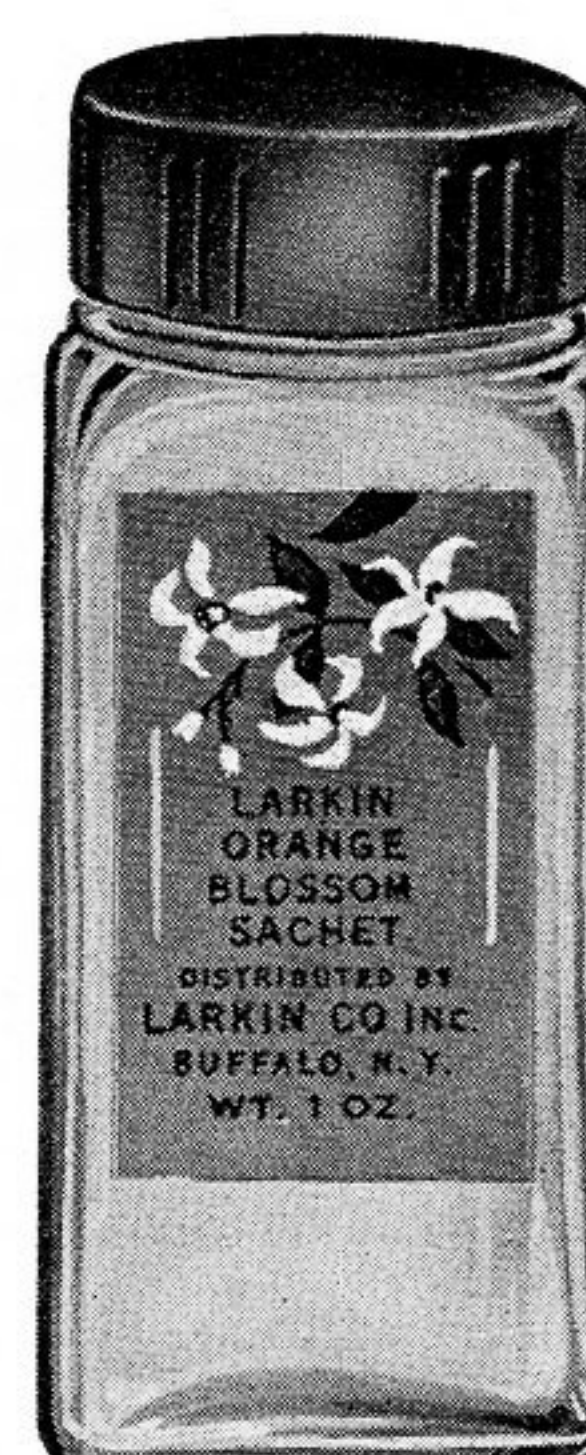
111—1 oz. bottle30¢
Federal Tax..6c



APPLE BLOSSOM

This lovely sachet enables you to live over and over again all through the year, the exhilarating ecstasy of apple blossom time. Use it often — and tell your friends about it. Mlg. wt. 6 oz.

113—1 oz. bottle30¢
Federal Tax..6c

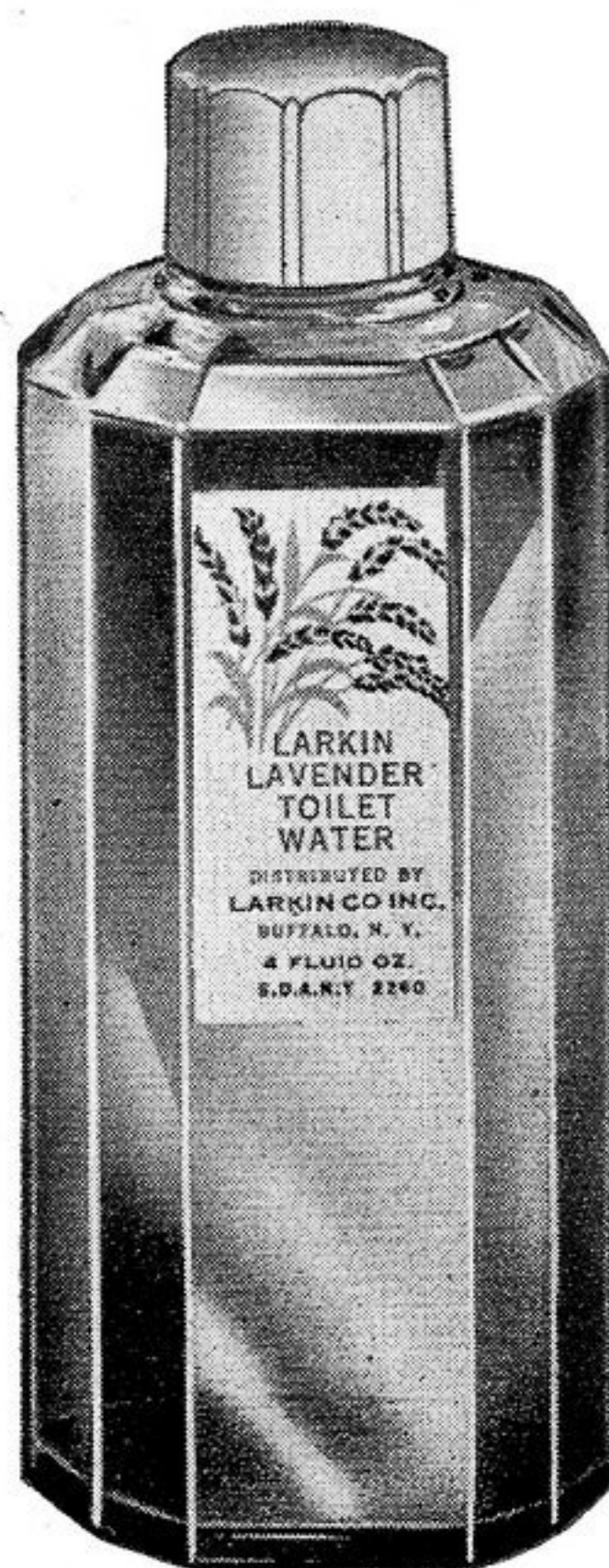


ORANGE BLOSSOM

So heavenly sweet — so like the flowers themselves. A fragrance that hints of romance and weddings . . . of life's happiest moments. You will enjoy it, we're sure. Mlg. wt. 6 oz.

117—1 oz. bottle30¢
Federal Tax..6c

Larkin Toilet Waters



2 Delightful New Odors

PETITE FOLIE

A light-hearted bouquet that hints of gayer days in Paris—little follies of the Golden Era—frivolity at its height. Exciting, a bit daring perhaps—but charming. For your gayer moments. Mlg. wt. 14 oz.

134—4-oz. Bottle65¢

Federal Tax..13c

SHAMROCK

The same pleasant, refreshing fragrance as Larkin Shamrock Perfume... intriguing, gay... the very spirit of youth. You have a treat in store for you if you haven't tried it. Mlg. wt. 14 oz.

106—4-oz. Bottle60¢

Federal Tax..12c

LAVENDER

Distilled from the Lavender flowers of France. A fresh, clean, penetrating scent that delights both old and young. Mlg. wt. 14 oz.

127—4-oz. Bottle55¢

Federal Tax..11c

LILAC

As fresh and delightful as real lilacs! Use it like perfume... use it in your bath, sprinkle a few drops in the linen closet. Remember it when gift-buying. Mlg. wt. 14 oz.

128—4-oz. Bottle55¢

Federal Tax 11c

MODJESKA

The same fragrance as Larkin Modjeska Perfume—a delightful bouquet odor to use on your person and in your bath. It's refreshing. Mlg. wt. 14 oz.

109—4-oz. Bottle55¢

Federal Tax..11c



FROSTY COLOGNE — so refreshing

Stimulating, soothing, cooling... "gives you a lift" when fatigued. You will enjoy its pleasant, tingling fragrance. Attractive sprinkler-top bottle.

114—Mailing weight 9 oz.2-oz. Bottle 30¢

Federal Tax..6c

EAU DE COLOGNE

So nice to have handy at all times. Use as perfume, in bath, or pat on face, neck, arms when tired and weary. As refreshing as a tall, frosty drink. Delicate floral scent. Mlg. wt. 14 oz.

107 4-oz. Btl. 39¢

Federal Tax..8c



FLORIDA WATER

Blended of several floral odors, Florida Water reminds you of blue water, sparkling sunshine, and flower-laden breezes. Use like perfume or as a refresher when fatigued—put it on, it's invigorating. Mlg. wt. 14 oz.

119—Large 4-oz. Bottle39¢

Federal Tax..8c



ALOHA LEI

As appealingly sweet as Hawaiian maidens singing their lovely Aloha (Farewell to Thee) and draping leis of flowers over the shoulders of departing guests. Mlg. wt. 14 oz.

126—4-oz. Bottle55¢

Federal Tax..11c



GARDENIA

Single-flower fragrance your preference? Then you'll delight in using Larkin Gardenia—on you, in your bath, wherever you want the sweet scent of fresh gardenias. Mlg. wt. 14 oz.

104—4-oz. Bottle55¢

Federal Tax..11c



VANISHING CREAM

With Witch Hazel

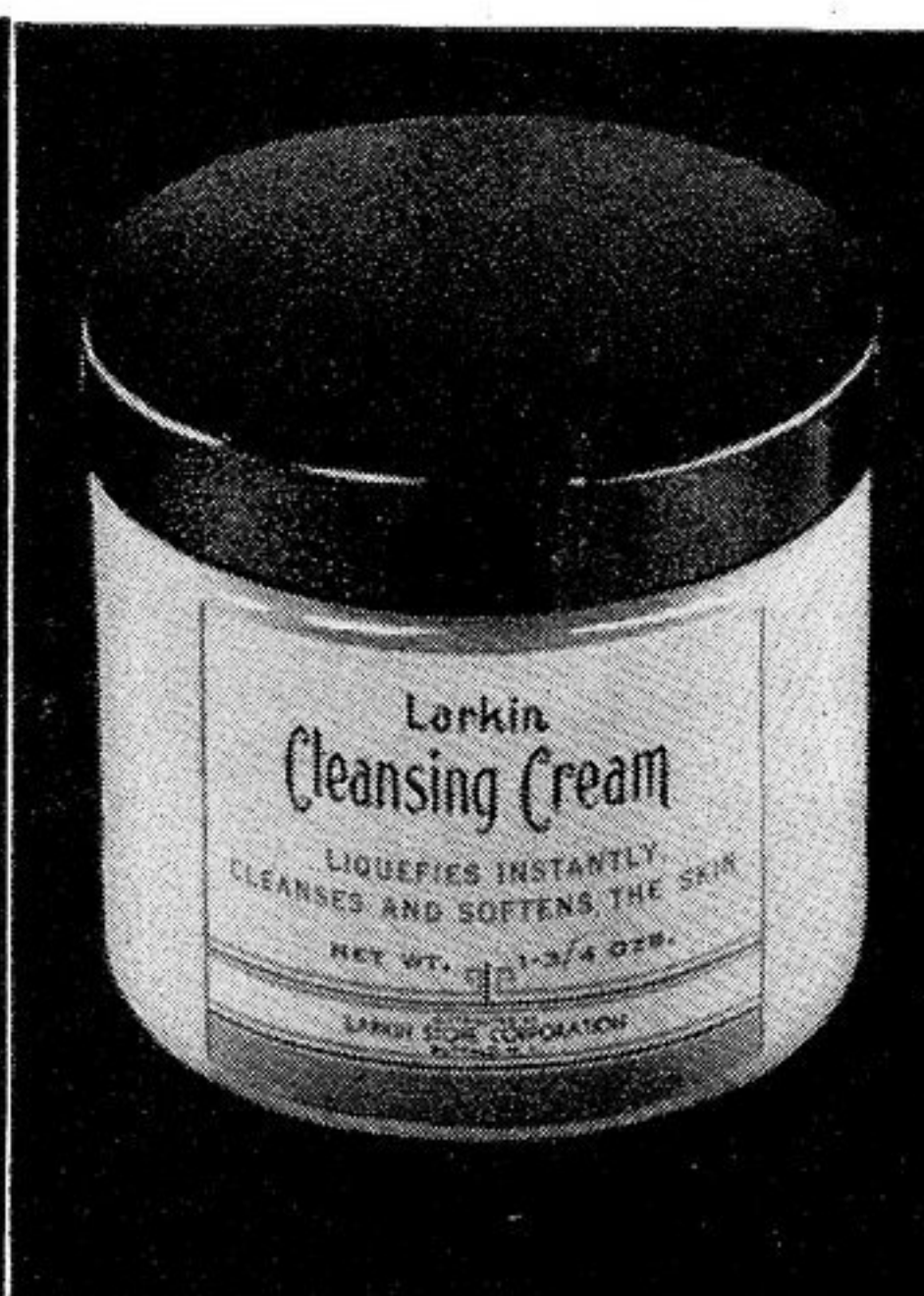
Films softly over the skin and gives a perfect base for make-up. Powder stays on longer. Skin looks fresher, smoother.

Contains 60% pure witch hazel with its well-known astringent and soothing properties. Tends to prevent chapping, sunburn, windburn.

Mlg. wt. 1 lb. 2 oz.

139—4-oz. Jar35¢

Federal Tax..7c

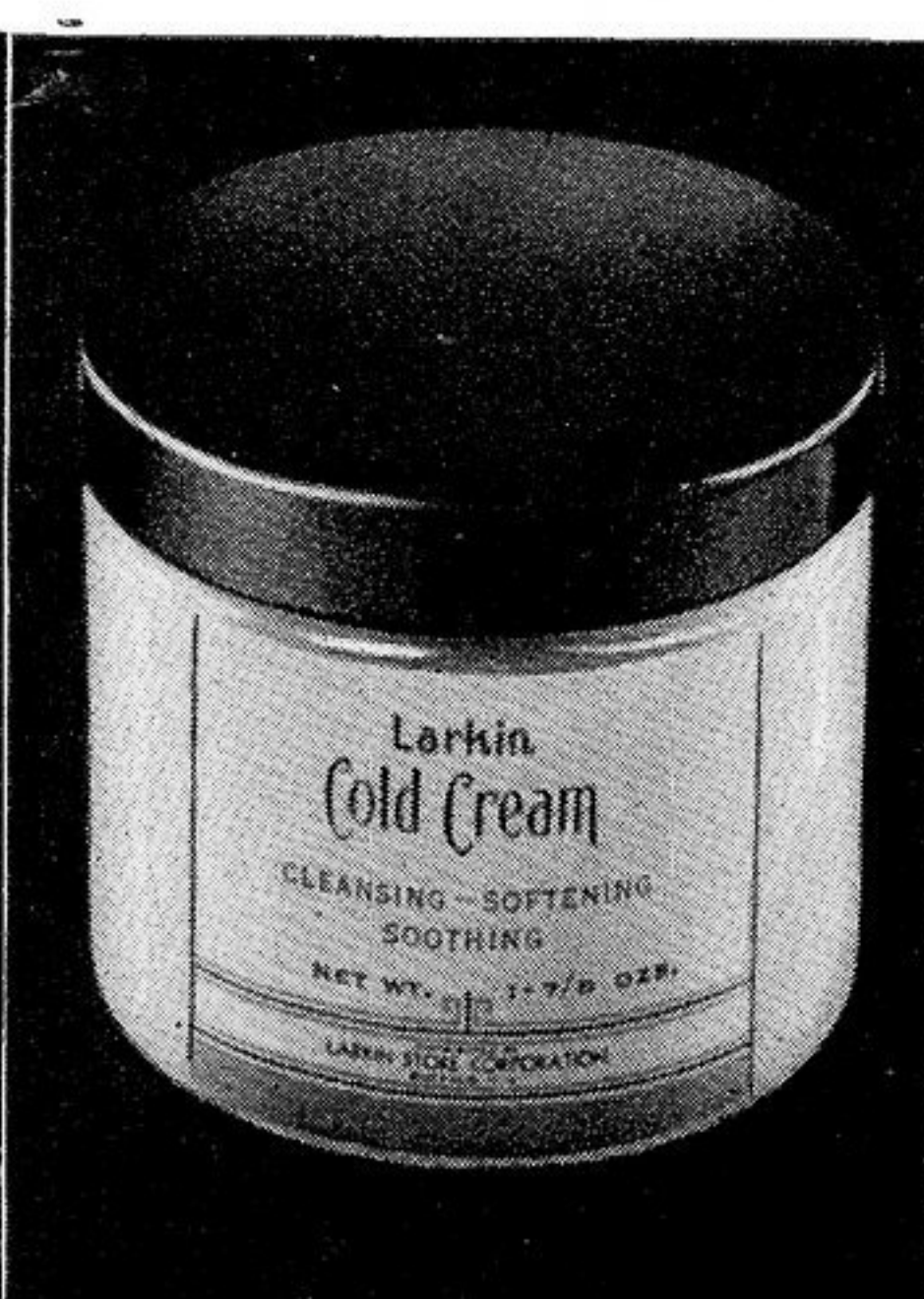


CLEANSING CREAM

Apply on face and neck! Pat it in with quick upward pats! It is so light, it almost melts at the touch and quickly softens and releases dirt and make-up. Supplies a softening moisture while it cleanses. Made with luxurious oils, ranks with the finest of its kind. Delicately scented. Mlg. wt. 10 oz.

138—1 3/4-oz. Jar27¢

Federal Tax..6c



COLD CREAM

Apply generously and smooth it in thoroughly. Retire with a light film of it on your face. It softens and refreshes the skin. Contains emulsified oil to cleanse the pores, and leaves skin immaculately clean, soft and smooth. Supplies necessary lubrication. Delightfully fragrant. Mlg. wt. 10 oz.

137—1 7/8-oz. Jar25¢

Federal Tax..5c



3-ply Cleansing Tissues

Laboratory tested and certified 3-ply construction. Makes tissues stronger, softer (each layer is cushioned by one below it), more absorbent, economical. Use for removing face creams, as handkerchiefs, etc. 500 single (167 3-ply) white sheets, 8 x 10 in., in box. Mlg. wt. 16 oz.

102—Box28¢



LARKIN BATH SACHET

Superior quality, fine granulated, highly concentrated bath salts, perfumed with Eau de Cologne. Rose color. Larkin Bath Sachet not only perfumes the water, but softens and increases its cleansing properties. Mlg. wt. 2 lbs.

196—16-oz. Jar45¢

Federal Tax..9c



AMBRENE BALM

Freshens and cleanses skin. Astringent for oily skins or those marred by enlarged pores. A soothing hand lotion. Cleanses thoroughly. To prove it—wash face with soap and water, dry, then wipe with pad drenched with Ambrene. Mlg. wt. 12 oz.

195—4-oz. Bottle30¢

Federal Tax..6c



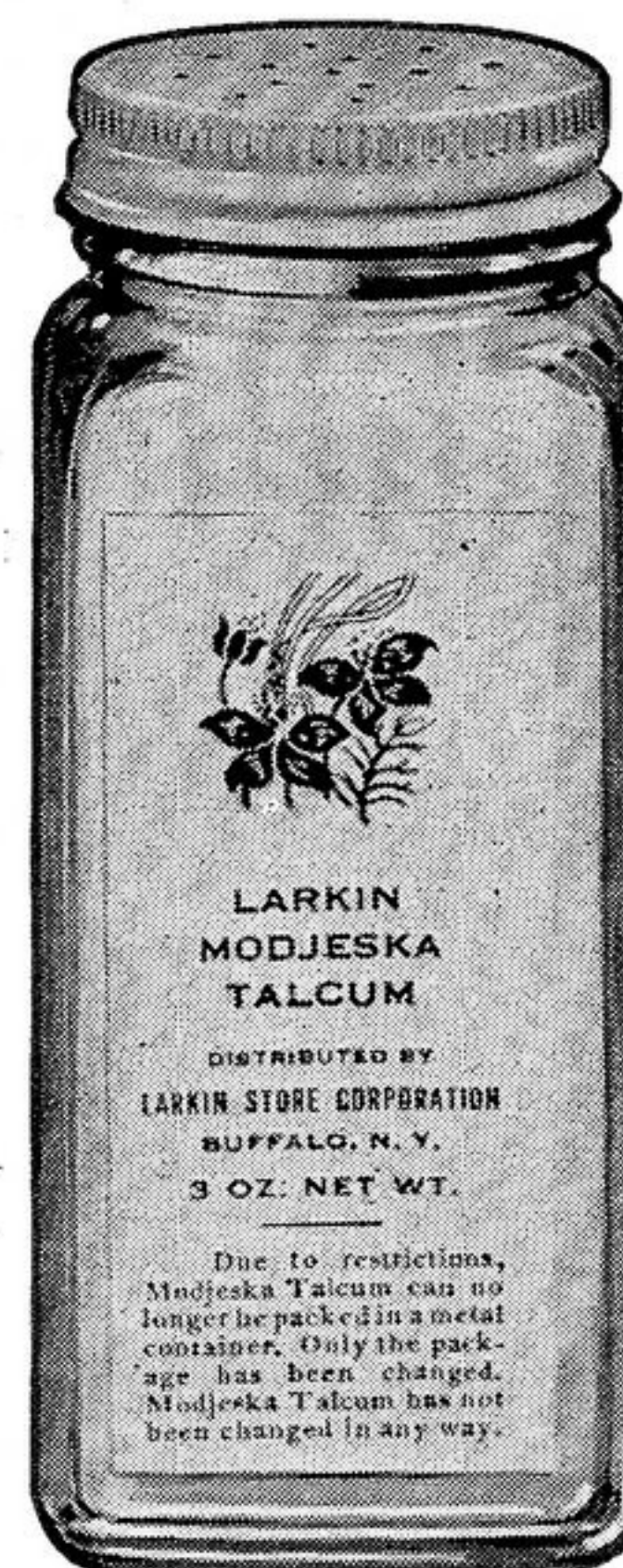
DERMA BALM

Apply to hands after washing dishes, laundering and other household tasks. It helps to relieve rough, dry, chapped skin—hands, elbows, knees. Men and kiddies like it, too.

Delicately perfumed. Dries quickly. Is not greasy or sticky. Mlg. wt. 12 oz.

135—4-oz. Bottle25¢

Federal Tax..5c



MODJESKA TALCUM

Used after bathing, dries up moisture, makes your skin satin-smooth and fragrant. Relieves chafing.

Men like it after shaving. Especially fine for babies. Compounded of finest talc and boric acid. Free from irritants. Mlg. wt. 5 oz.

103—3-oz. Bottle15¢

Federal Tax..3c



LARKIN FACE POWDER

Luxurious! Fragrant! Velvety Smooth!

You'll marvel at its mist-like fineness, flower-petal softness, velvety, creamy texture that blends so perfectly with your skin. "Covers" generously—goes further. You'll like the warm, young, alive-with-color freshness your complexion takes on... and the enchanting bouquet fragrance.

2-oz. box—sealed with inner cellophane drum. Mlg. wt. 6 oz.

208—Brunette—rose-tan for brunettes35¢

209—Natural, a soft flesh tone35¢

210—Rachel, deep cream color for blondes..35¢

Above Prices Plus Federal Tax.. Each 7c



ROSEWATER and GLYCERINE

Apply to face, neck and arms before retiring. Next morning, note how soft and smooth your skin is. Will help soften and relieve "dry skin."

Tends to soothe itching, burning skin, chapped hands and lips. Delightful rose fragrance. Mlg. wt. 11 oz.

136—2-oz. Bottle17¢

Federal Tax..4c



BRILLIANTINE

Keeps hair soft, lustrous, "in place." Helps prevent ends splitting. Mlg. wt. 8 oz.

149 2-oz. Bottle 25¢
Federal Tax..5c

"Gay Blade" CREME HAIR DRESS

Non - alcohol-ic! Non-sticky! Fine oils blended with refined lanolin — supplements the natural oil of the scalp. Relieves dryness, lends a natural lustre and softness to hair, checks loose dandruff. A wee bit daily is our advice — for every member of the family. Mlg. wt. 14 oz.



1524-oz. Bottle 35¢
Federal Tax..7c

LARKIN SHAMPOOS --- Safe for All!

Richer! Creamier! Lather profusely! Cleanse thoroughly — remove dandruff in one washing. Coconut oil blended with olive oil — no mineral oils. Give hair soft, silken sheen.



SHAMPOO—for the family

Makes even oily hair clean, vibrant, beautiful. Leaves a glorious, silken sheen that lasts for days. Economical — one bottle gives several shampoos. Mlg. wt. 16 oz.

245 6-oz. Bottle 35¢



TAR SHAMPOO

Softens as it cleanses. Brings out natural beauty and lustre of the hair. Only a little is needed. Clean, pungent pine fragrance. A favorite with men! Mlg. wt. 16 oz.

246 6-oz. Bottle 35¢



SCALP LOTION

Applied with massage, aids in promoting healthy condition of the scalp, adds lustre, vitality to hair. Not sticky, greasy — dries quickly. Delicately perfumed. Mlg. wt. 14 oz.

1504-oz. Bottle 30¢
Federal Tax..6c

HAIR DRESS

Men like it for the well-groomed look it gives. Keeps hair in place, imparts a soft sheen — just enough oil to aid in overcoming dryness, brittleness.

A one-minute daily massage with it helps keep hair and scalp healthy. Pleasantly fragrant. Mlg. wt. 14 oz.

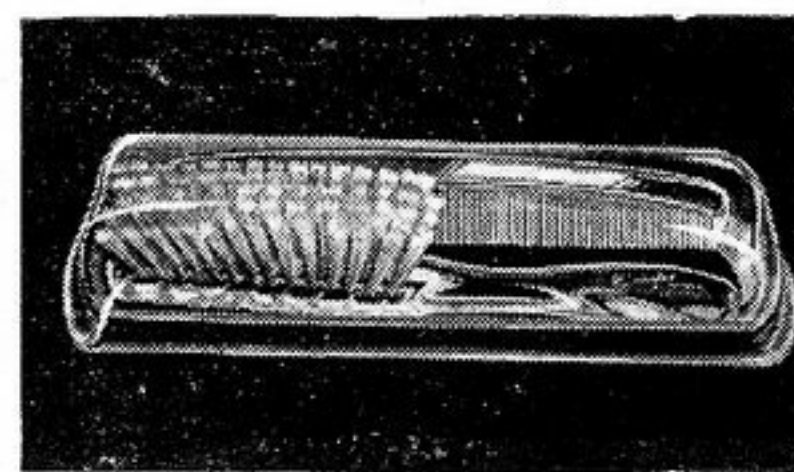
1594-oz. Bottle 35¢
Federal Tax..7c



LUSTRITE BRUSH-AND-COMB SET

Extra-heavy, crystal-clear Lucite in attractive design. Stiff, heavy-gauge, 1-in., white Nylon bristles set with wide flare for more thorough brushing. 7-in. Lucite comb — half coarse, half fine. Attractively packaged.

1098—Mlg. wt. 10 oz.\$1.85



LONG-HANDLED BATH BRUSH



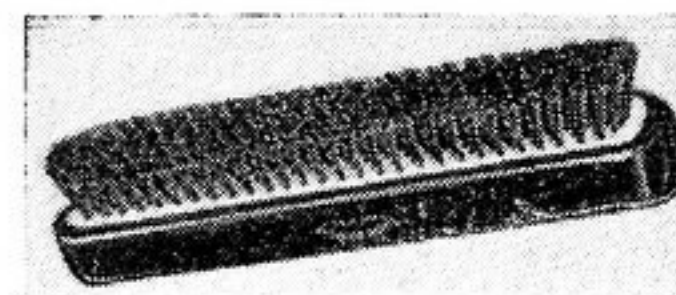
Use with or without detachable, 00-in. handle. 9 rows stiff, sturdy Nylon bristles. Natural-finish maple back and handle. Mlg. wt. 12 oz.

2476\$1.35

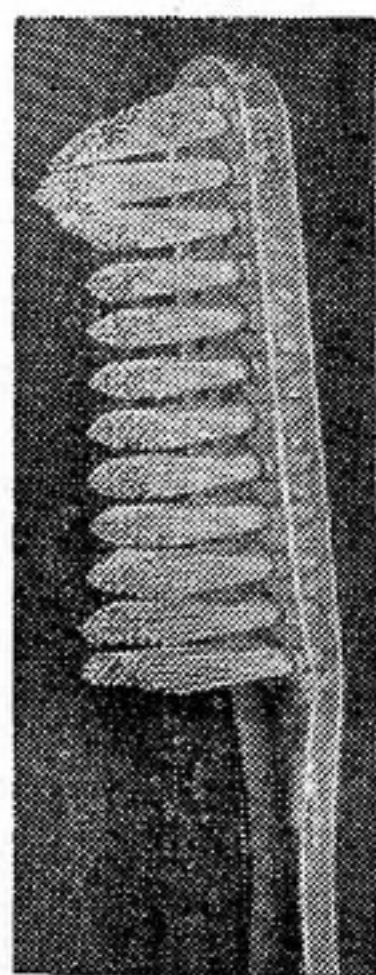
EASY-GRIP CLOTHES BRUSH

The sturdy kind of clothes brush you like to keep handy for family use. 9 rows of black, genuine hard bristles set in aluminum. Ebony-finish hardwood back, 00 in. long.

2905—Mlg. wt. 8 oz.45¢



Nylon-bristled TOOTH BRUSHES



◀ "IDEAL" — 34 tufts of bleached Nylon — stiffer than in No. 162. Superior to natural bristles in wear, stiffness, water resistance. Crystal-clear plastic — pastel or black handle. Boxed. Mlg. wt. 3 oz.

16335¢

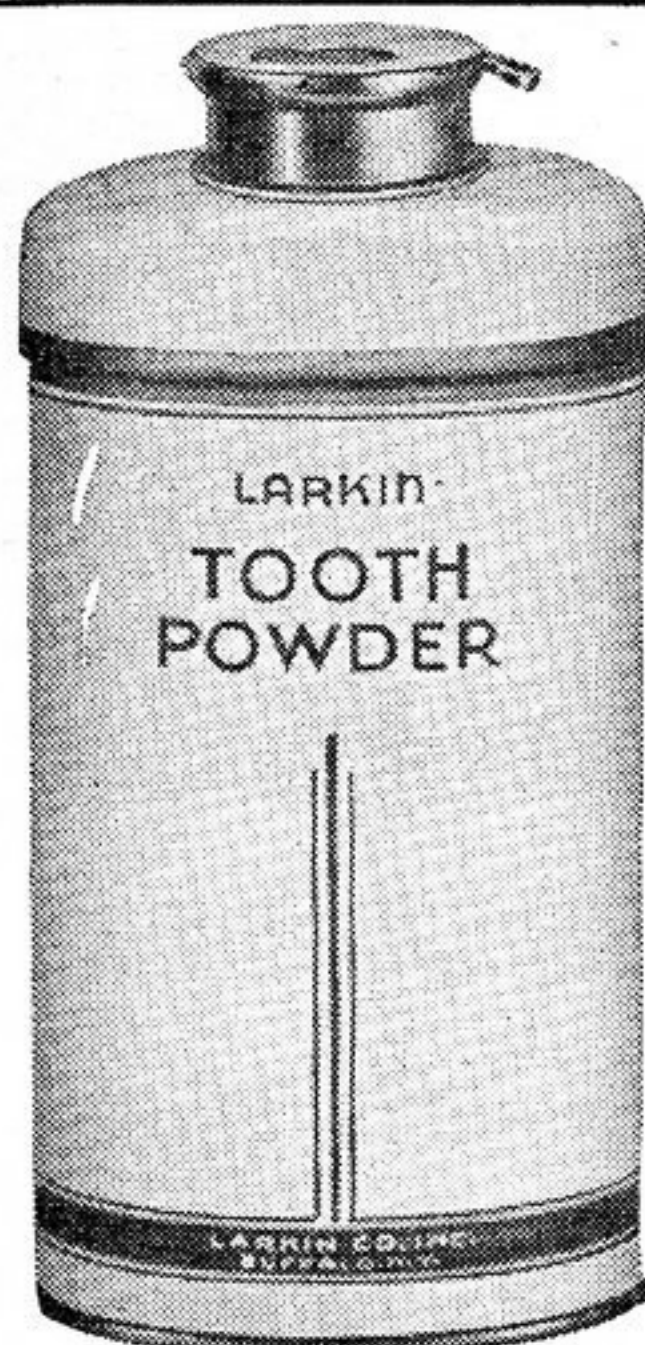
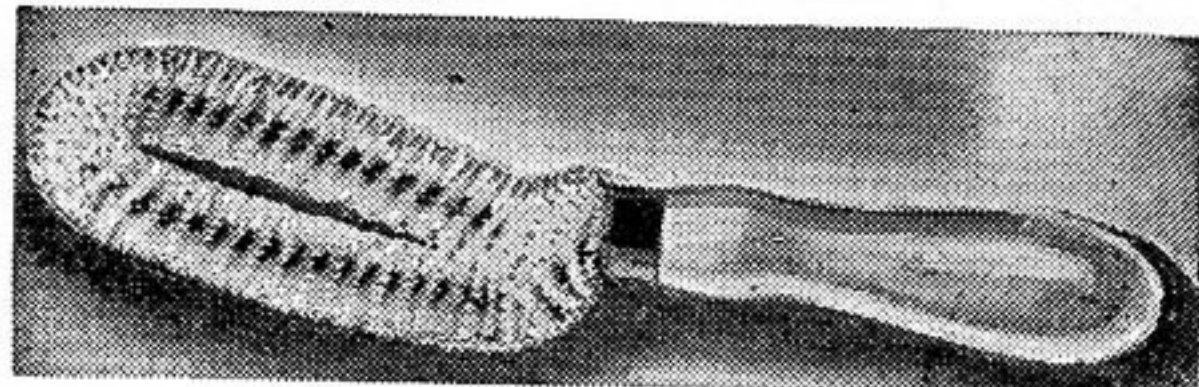
▶ "FAULTLESS" — a low price for a Tooth Brush bristled with Nylon which is superior to natural bristles in wear, stiffness and water resistance. 34 tufts firmly set in pastel handle. Tufted style. Boxed. Mlg. wt. 3 oz.

16220¢

DENTAL-PLATE BRUSH

Indispensable in cleaning removable dental plates and bridges. Sterilized white horsehair bristles firmly secured in rustless wire. Wood handle with ivory finish; nicked ferrule. 6½ in. long. Mlg. wt. 4 oz.

14345¢



LARKIN EUDENTINE

Made with the Original Larkin Formula! Use frequently as a gargle—helps clear mucous from throat and allay throat infection—helps in relieving hoarseness and throat irritation due to cold.

Use it as a mouth wash every night and morning to purify mouth and guard against offensive breath.

Soothing to use after tooth extractions — for irritation from insect bites. Ideal as deodorant.

Safe for children. Diluted, it makes an excellent douche. Mlg. wt. 1¼ lbs.

279—½-pt. Btl. ...35¢

LARKIN TOOTH POWDER

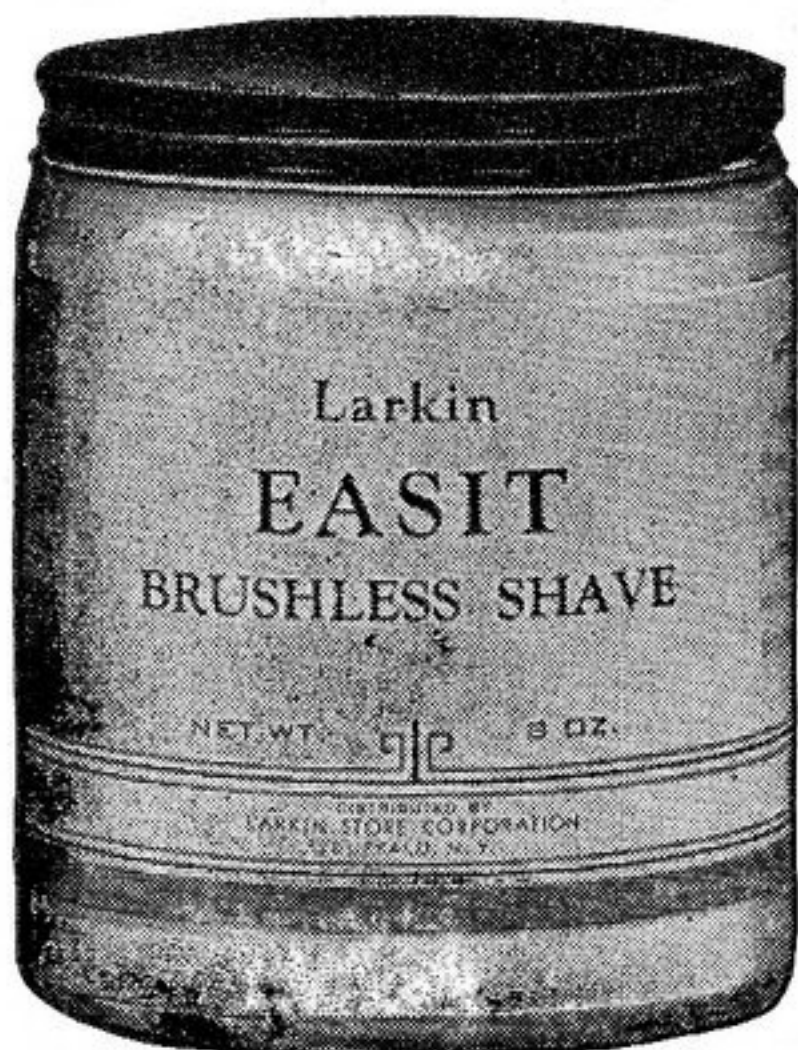
Safely takes off film like magic. Helps remove stains, cleans and polishes — will not scratch or injure enamel. Clean, fresh flavor. Easy-dispensing metal container. Mlg. wt. 5 oz.

146—2½-oz. can18¢



LARKIN SHAVING CREAMS

Luxurious Quality! For Softer, Smoother, Easier Shaving!



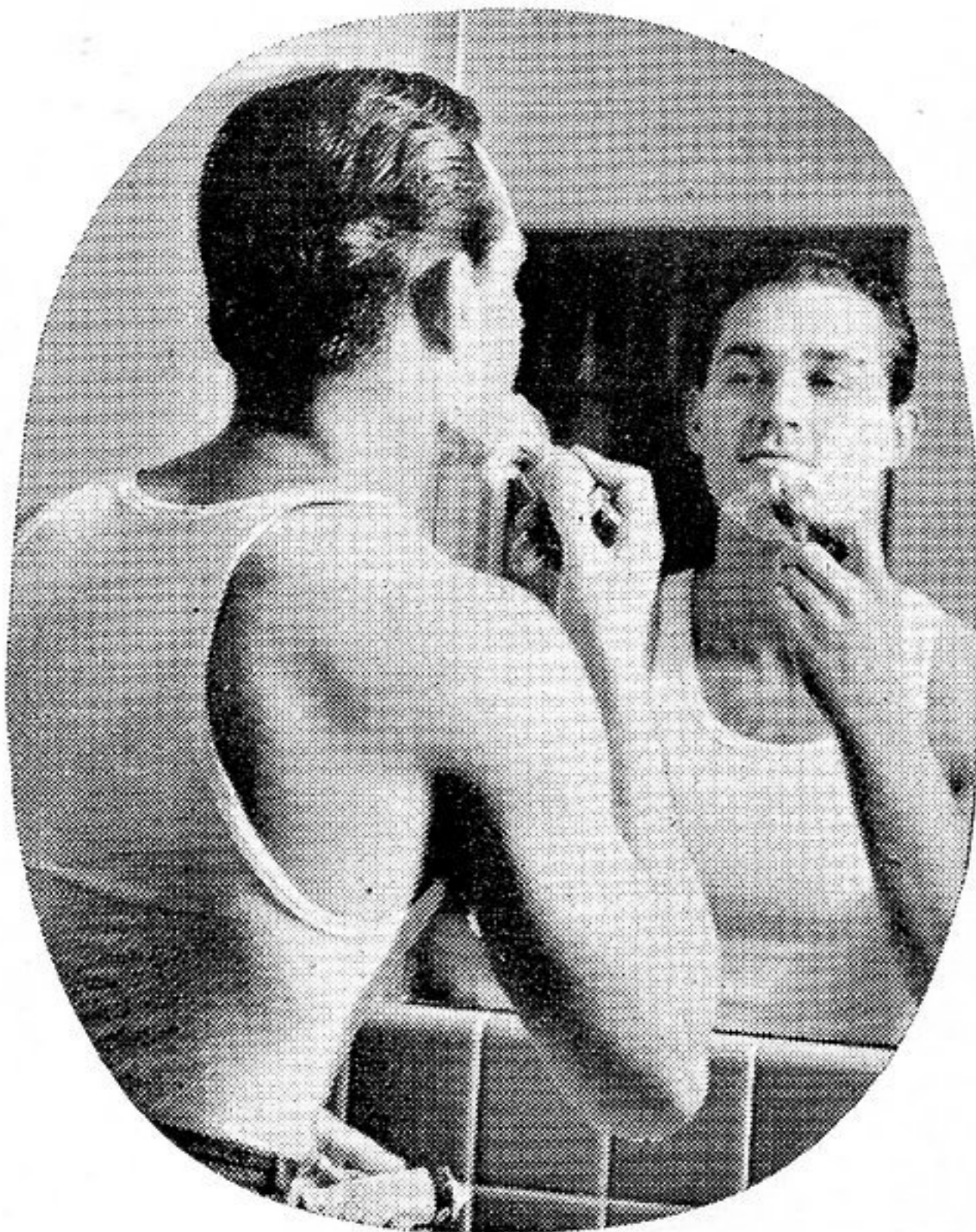
"EASIT" BRUSHLESS CREAM

No Brush Needed!
No Hot Water!

Wash face thoroughly and, while wet, gently smooth Easit over your beard with fingers — never a brush! This soft, cool film softens the beard and smoothes down the flaky top layer of skin so razor glides easily, cutting close and clean without dragging or irritating skin.

Perfect for home use; for traveling, hunting, camping when hot water is often unavailable. Mlg. wt. 1 1/4 lbs.

165—8-oz. Jar45¢



Witch Hazel Shaving Cream is mild. It's fast! Quickly, it penetrates to the base of every hair and softens the beard for smooth, easy shaving. No dragging of the razor — no pulling, no skin irritation.

After-shave satisfaction! No greasy film. No itching, smarting, burning. Your face LOOKS smooth and clean. It FEELS soft and smooth.

It's the witch hazel in it that produces that lasting cool feeling men like. Odor is fresh, pleasant.

164—4-oz. Jar. Mlg. wt. 14 oz.35¢

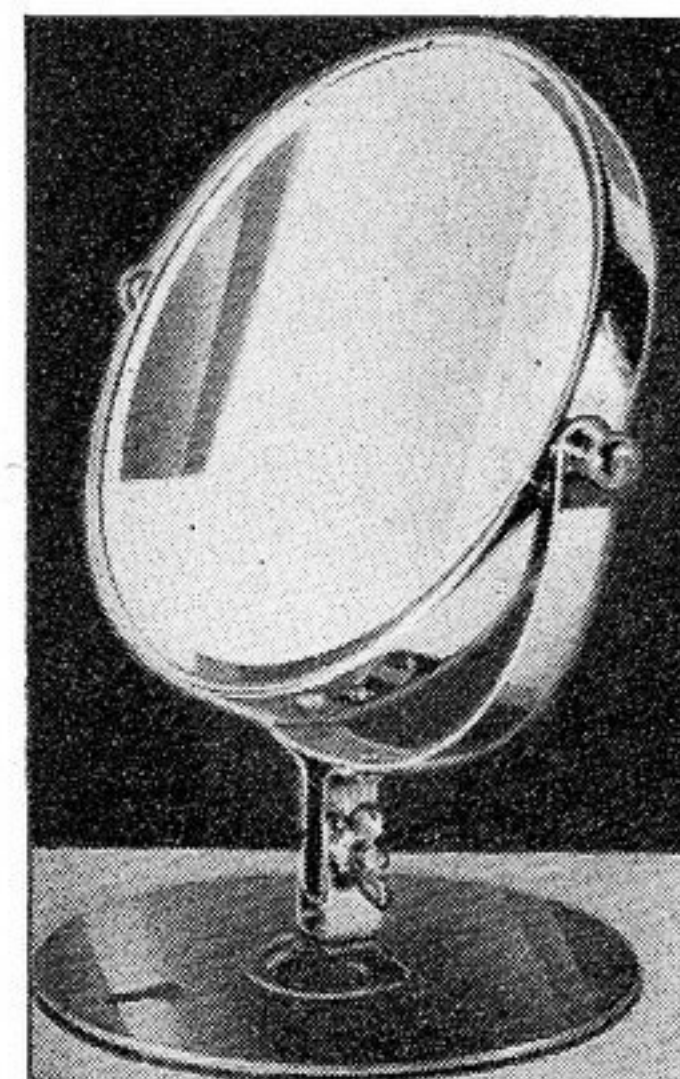
WITCH HAZEL LATHER CREAM

Lathers Fast — to a Thick, Luxurious Billowy Lather!

Holds Its Body Throughout the Shave!

Softens Beard Quickly!

A Superior Value!



SHAVING or MAKE-UP MIRROR

Chrome-finish metal frame and stand. Screws on wall or stands on dressing table. Used by women for make-up mirror. Swivel adjustment — to any angle. One side shows true vision, other magnifies. Diameter of glass about 5 1/4 in. — base, 5 1/2 in. Over-all height, 7 3/4 in.

5394—Mlg. wt. 2 lbs. \$2.50

"Ever-Ready" SHAVING BRUSH

Superior quality — will give years of satisfaction. Large knot of Chinese bristles and hair, about 2 in. long, set in rubber. White plastic handle, red ferrule. Mlg. wt. 2 oz.

357 \$1.00



Single-edge Blades

NX process. Highly tempered. Fit Gem Micromatic Gem, Ever Ready, Star or similar razors. Mlg. wt. 1 oz.

158—Pkg. 4 blades10¢



Double-edge Blades

NX secret formula gives steel a keenness and uniformity never taken before. Fit Gillette - type razor. Mlg. wt. 1 oz.

186—Pkg. 12 blades ..25¢



"GAY BLADE" AFTER-SHAVE LOTION

A few drops on his face after shaving and a man forgets about the closeness of his shave—those tiny nicks. His face feels smooth — clean — it tingles . . . and he loves that bracing, he-man scent — that "gay blade" feeling. Mlg. wt. 14 oz.

108—4-oz. Bottle30¢
Federal Tax..6¢

"Sunbeam" Shavemaster

New larger head gives 6 times greater cutting speed. Quaker gray finish — chromium trim. Operates on A-C or D-C, 110 or 120 volt. Steel traveling case — wine imitation goatskin leather trim. Limited Stock.

Postpaid
3130\$23.50



BAY - RUM

An extra-high quality made from the finest oil of bay leaves, distilled in the West Indies. Cooling and comforting to the skin.

Popular with men after shaving and for applying to the hair to keep it in place. Sprinkler-top bottle. Mlg. wt. 14 oz.

154—4-oz. Bottle27¢
Federal Tax..6¢



WITCH HAZEL N. F.

Larkin Witch Hazel is double distilled from the flowering twigs of the Hamamelis Virginiana tree. Quality has never varied in years — always dependable for strength and effectiveness.

Pads of absorbent cotton, saturated with Larkin Witch Hazel and placed over the eyes, are soothing for tired, aching eyes or headache.

Cooling, soothing for tired feet. Relieves bee stings, strains, bruises.

Larkin Witch Hazel is a refreshing skin tonic — a popular after-shaving lotion. Mlg. wt. 2 lbs.

409—Pint Bottle42¢
Federal Tax..9¢



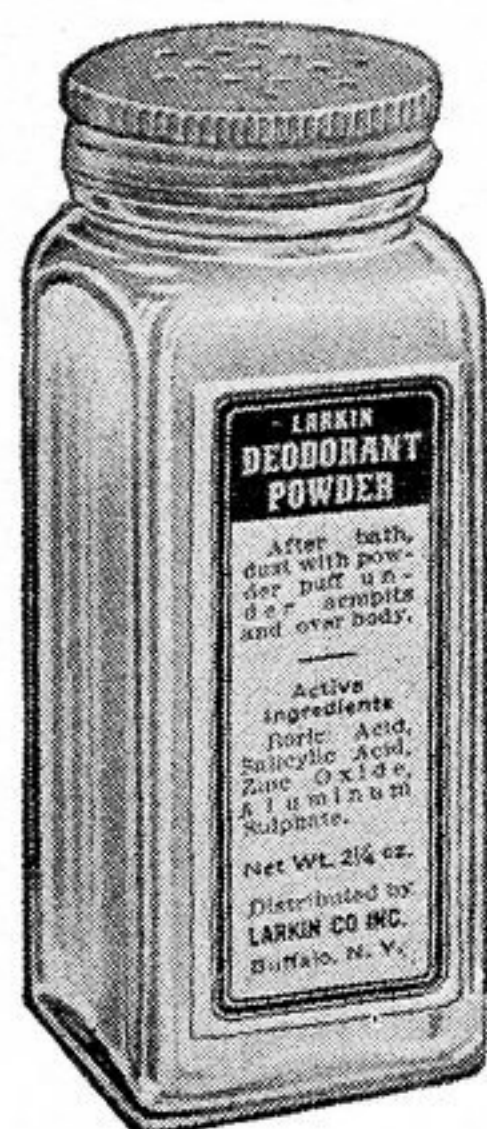
Water-proof Adhesive Plaster

Water-proof oxide-of-zinc. For dressing cuts, scratches, wounds, sprains. Useful for mending articles. 1/2 in. wide — 10 yards wound on metal snap-sleeve spool. Mlg. wt. 3 oz.

401—10-yd. Spool25¢

DEODORANTS---Creme, Liquid or Powder

DEODORANT TOILET POWDER



Sifter-top jar. Mlg. wt. 9 oz.
131—2 oz. Jar**25¢**
Federal Tax..5c

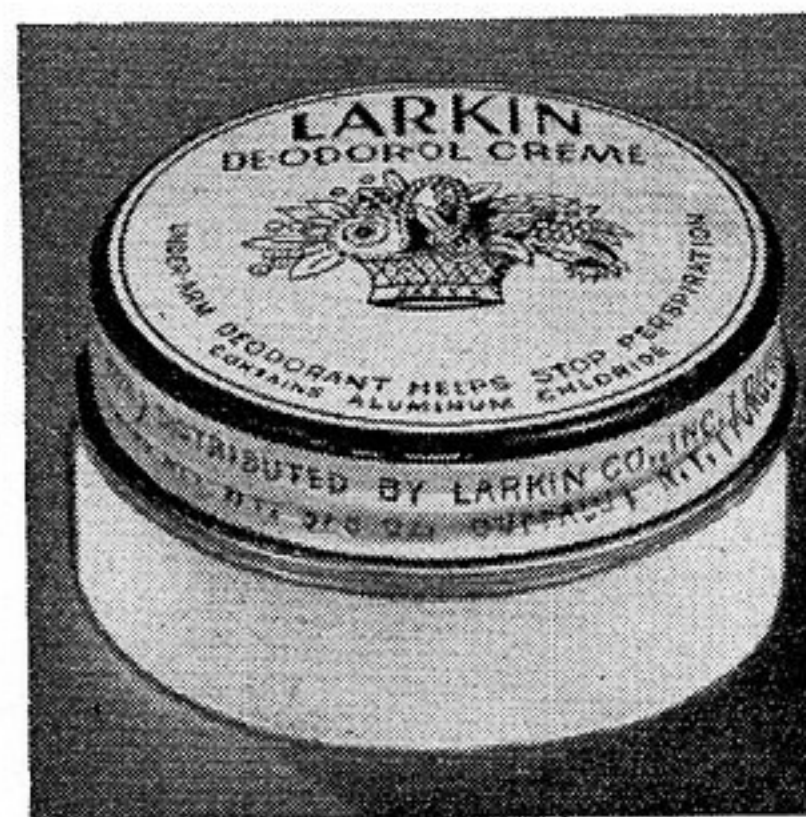
Dust this fragrant white powder on your body after bathing. Pat it freely under arms and on feet. It does not stifle normal perspiration but neutralizes odor. Sprinkle on sanitary napkins. Tends to check chafing and discomfort. Neutralizes odor.



DE-ODOR-OL

Liquid — easy to apply! Aids in controlling perspiration, preventing its odor and protecting clothing. Does not interfere with skin functions when used as directed. Mlg. wt. 10 oz.

133—1 3/4-oz. Bottle**27¢**
Federal Tax..6c



DE-ODOR-OL CREME

A pure white, fragrant cream that neutralizes odor of perspiration. Greaseless. Stainless. Easy to apply under arms or between toes. Perfumed with gardenia. When used as directed, is harmless and non-irritating. Mlg. wt. 5 oz.

132—3/5-oz. Jar**27¢**
Federal Tax..6c

DEODORANT FOOT POWDER

A scientifically compounded, white deodorant powder. Tends to deodorize, soothe and relieve tender, perspiring feet. It is absorbent. Sprinkled into shoes, it helps deodorize and keep them dry. In sifter can. Mlg. wt. 6 oz.

406—2 oz. Can**25¢**
Federal Tax..5c



QUALITY OINTMENTS Every Household Needs



ANALGESIC BALM

Affords temporary relief in many forms of muscular and neuralgic pain. Soothing for sprains, bruises, headaches, head colds. Vaporized in boiling water, relieves throat irritation. Mlg. wt. 3 oz.

404—1-oz. Jar**37¢**



MENTO KANFO

Combines soothing qualities of menthol, camphor, boracic acid. Vaporized and inhaled, aids in relieving discomfort of nasal congestion, colds, chapped or chafed skin, minor cuts and burns. Mlg. wt. 3 oz.

405—1-oz. Jar**18¢**



HEALITOL

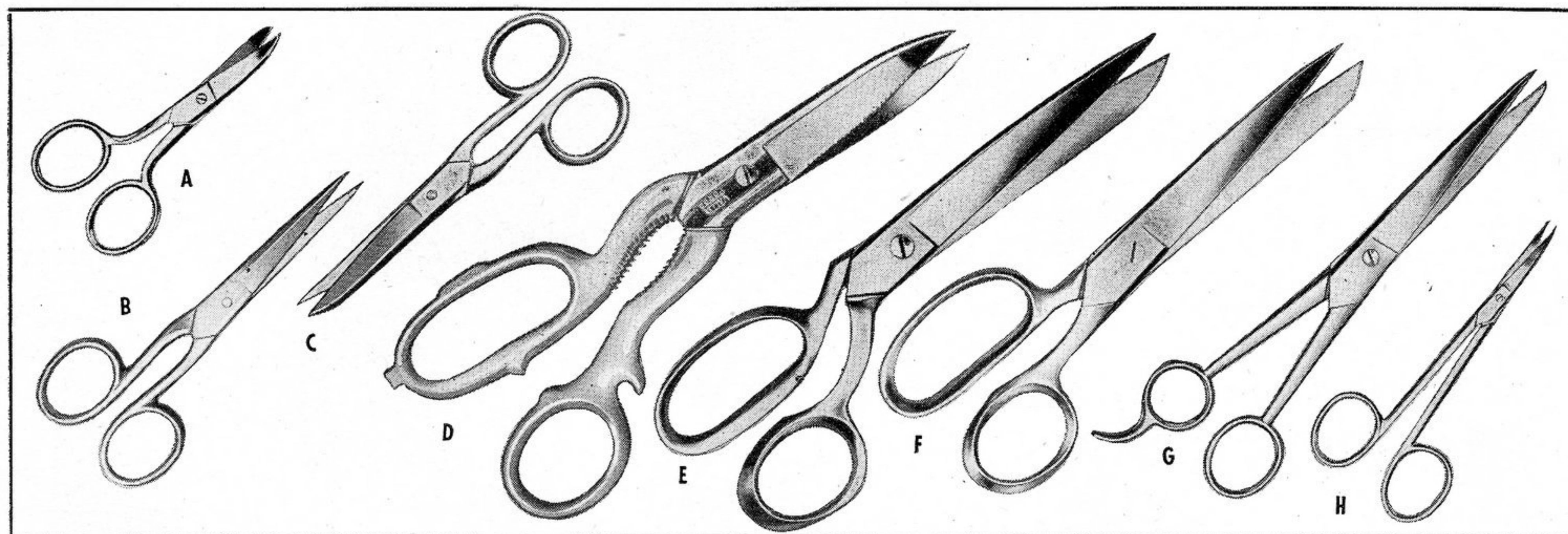
Promotes healing, relieves skin irritation, reduces danger of infection. Recommended for burns, scalds, cuts, sunburn, frostbite, and non-venomous insect stings. Relieves external itching of piles. Mlg. wt. 2 oz.

407—1-oz. Jar**25¢**

A brisk rub with Larco-Rub makes you feel thoroughly alive! Stimulates and refreshes!

Massage tired, aching muscles with it. Feel how it helps to soothe and rest them! Helps to alleviate fatigue. Quick sponging with Larco-Rub removes odor of perspiration. Non-drinkable. Mlg. wt. 2 lbs.

173 1 Pt. **35¢**



SCISSORS AND SHEARS---Superior Solid Forged Cutlery Steel

Adjustable Tension Screws . . . Finely Ground for Best Cutting Edge . . . Stay Sharp Longer . . . Full Nickel-plated and Polished

(A) **Nail Scissors** — Strong, keen blades properly curved to trim nails correct shape. Tempered and nickel-plated. High polish, 3 1/2 in. long.
1008 Mlg. wt. 1 oz.**\$1.50**

(B) **Embroidery Scissors** — Smooth-working thin blades. Two sharp points. 4 1/2 in. long.
1003 Mlg. wt. 1 oz.**\$1.50**

(C) **Silk Scissors** — for cutting fine fabrics. Flat style, 1 blunt, 1 sharp point. 4 1/2" long.
1002 Mlg. wt. 2 oz.**\$1.50**

(D) **Kitchen Shears** — Rust - resisting blades, 1 serrated. Red handles. Cut fish, poultry, vegetables, pie crust. Use handles as screw-top remover, screw driver, etc.
1011 Mlg. wt. 8 oz.**\$1.60**

(E) **Cloth Shears** — Sturdy, with trimmer handle — for dressmakers. 7 1/2 in. long.
1006 Mlg. wt. 9 oz.**\$2.00**

(F) **Modiste Shears** — Big enough to cut heavy materials, yet handle easily. 7 in. long.
1005 Mlg. wt. 6 oz.**\$1.85**

(G) **Barber Shears** — For sharp accurate cutting. Extra-long pointed blades. 7 1/2 in. long.
1859 Mlg. wt. 3 oz.**\$2.35**

(H) **Cuticle Scissors** — Curved blades with fine points. Finely adjusted. 3 1/2 in. long.
1010 Mlg. wt. 1 oz.**\$2.00**

Larkin Products



LARKIN BALSAIROMA

Freshens Indoor Air — Bathrooms!
Kills Unpleasant Cooking Odors!

Balsairoma freshens indoor air, changing unpleasant odors to the fresh, clean smell of balsam and pine — as pleasing as the North woods.

Balsairoma kills unpleasant cooking odors; freshens smoke-filled rooms; gives a clean fresh smell to clothes in musty, stuffy closets; helps kill paint odors; keeps bathrooms fresh.

To use, simply pull a portion of the woven-wick out of bottle, and let it pick up objectionable odors. Mlg. wt. 1 1/4 lbs.

207—5 1/2-oz. Bottle45¢



DDT INSECT SPRAY

Kills Flies, Mosquitoes,
Roaches, Fleas, Gnats,
Bedbugs, Moths.

Kill insects quickly. Flies and mosquitoes die within an hour, bedbugs in a few hours, roaches within a week.

This spray has residual action killing some insects on contact with material sprayed a month previously.

Does not stain most wall-paper or curtains, when applied with a sprayer (see offer below).

Contains a quick knock down toxicant in addition to DDT. Do not spray near flame or open fire. Mlg. wt. 2 lbs.

861—Pint Bottle45¢



FURNITURE POLISH

Made from high-grade oils including Cedarwood oil, and Cedarleaf oil. Cleans as it polishes. Gives a dry, non-oily finish. Removes fingerprints, grease, smoke and dirt. Will not harm the finest surfaces. Use also on dust cloth and dust mop to absorb dust and dirt. Renews brilliance of woodwork. Mlg. wt. 2 lbs.

800—Pint Btl....29¢

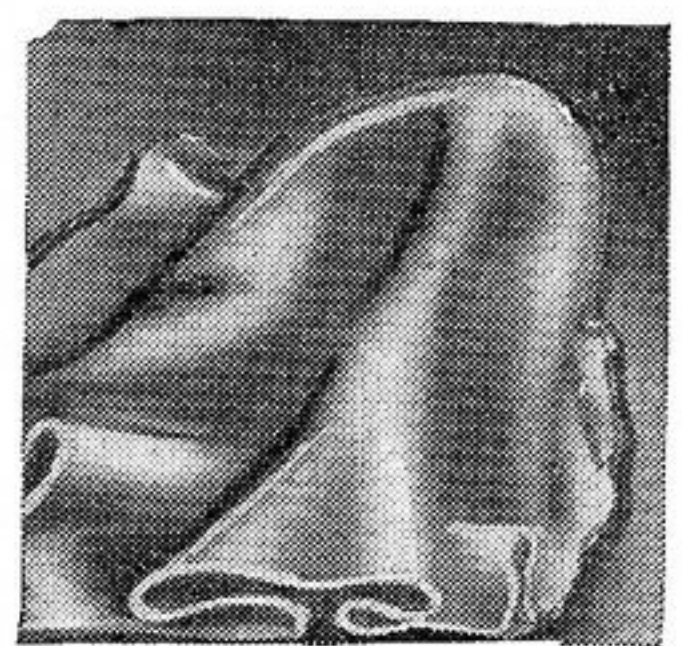
OILIT MACHINE OIL



A high-grade oil that may be used on expensive equipment — such as vacuum cleaners, washing machines, sewing machines, lawn mowers, etc. Cleans and polishes furniture.

Cleans and oils guns and tools. Protects razor blades. Keeps strops soft. Squirt - spout can. Mlg. wt. 5 oz.

803—3-oz. Can20¢



Genuine Chamois

First quality. Tanned in oil. Washable. Pocket shape. Fine for drying and polishing cars, windows, woodwork, etc. Very absorbent. Soaks up many times its own weight in water. 13 x 16-in. Mlg. wt. 2 oz.

775585¢

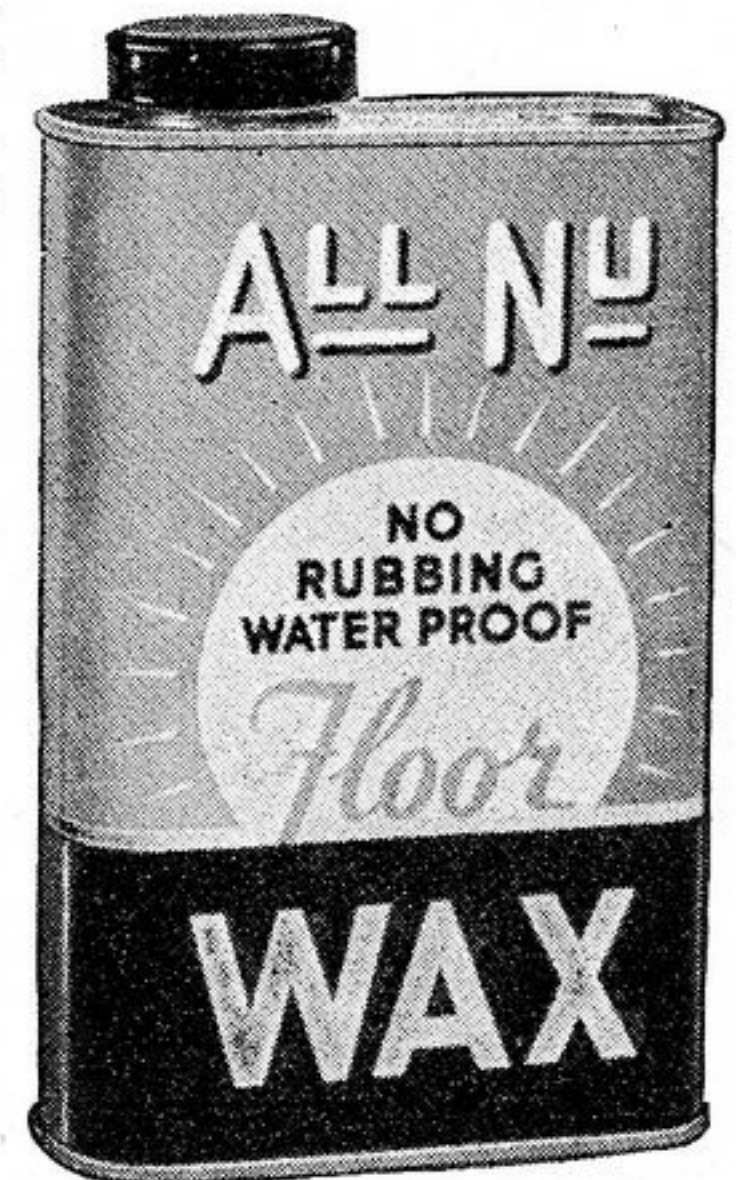
"ALL NU" FLOOR WAX

Makes Linoleum and Other Floor Surfaces Like New!

A durable, waterproof wax that seals floor surfaces with a wear and dirt-resisting finish.

Apply with soft cloth, brush or applicator. Dries to rich, hard, glossy finish in 20 minutes. No rubbing! Use on wood, linoleum, tile, rubber floors — woodwork, wood and metal furniture.

No.	Size	Price	Mlg. Wt.
7800	1 pt.	30c	2 lbs.
7801	1 qt.	55c	3 lbs.
7802	1 gal.	\$1.85	10 lbs.



SPRAYER

To Use with Insect Spray

Sturdy hand type. Liquid-tight seams. 8-oz. tank. Pump is 10 x 1 1/4 in. Mlg. wt. 1 1/2 lbs.

88540¢



Perfected MOTH CRYSTALS

Used as directed, safe protection for your clothes.

White, volatile crystals to sprinkle among your furs and woolens. Will not injure them. Mlg. wt. 1 lb. 6 oz.

9-oz. bottle.

88240¢



LARKIN SILVER POLISH PASTE

Cleans and polishes silver, gold, brass, chromium, etc. Requires little rubbing. Takes off stubborn stains quickly. Mlg. wt. 1 1/4 lbs.

864—9 1/2-oz. Jar25¢

LARKIN LIQUID SILVER POLISH

Removes tarnish and discoloration in record time! Renews original lustre. Will not scratch or harm finish of sterling or plated silver, gold or silver jewelry, or chrome. Mlg. wt. 1 lb.

176—8-oz. Bottle25¢



DRY CLEAN-IT



Non-inflammable. No risk of fire. Removes grease and oily spots from dresses, blouses, suits, gloves, kid shoes, ribbons, ties, belts, collars, silks, satins, velvets and cloth materials. Cleans typewriter keys. Mlg. wt. 1 1/4 lbs.

1/2-pt. bottle. 82633¢

WINDOW BRIGHT



Dampen a cloth with a small amount of Liquid Window Bright and wipe off windows. No water necessary. Removes film—cleans, polishes. Also cleans pictures, mirrors, tile, porcelain, chrome plating. Contains no harmful acids. Mlg. wt. 1 lb.

8-oz. Bottle 16020¢



CLEANING PASTE

Quickly, easily removes dirt and grease from painted surfaces and woodwork. Will not injure or remove paint when used as directed. Ideal for white woodwork.

Effective, too, for all metals, enamelware, marble, etc. Will not scratch. Does not roughen or stain hands. Mlg. wt. 4 lbs.

824 One Qt..28¢



STOVE CLEANER

Makes stains, burned grease, etc., on stoves, refrigerators, sinks, pots, unpainted metals disappear. Absorbs stains that penetrate the finish. Will not scratch or mar. Mlg. wt. 1 lb. 2 oz.

170—10-oz. Jar45¢

LARKIN GLOSS STARCH — Goes Further!

A crystal starch of the very finest quality! Dissolves quickly — no lumps. Add hot water. This thin, velvety, easy-flowing starch distributes evenly, penetrates the pores of fabrics — giving them a smooth finish. Clothes starched with Larkin Gloss Starch look like new, and STAY CLEAN LONGER. One of the biggest values you can find!

Makes unsurpassed cold-water starch very easily — with a little Larkin Water Softener added. Takes only a moment to prepare. 814—3-lb. Pkg. Mlg. wt. 3½ lbs.47¢

Buy by the Case and Save Money!

815—Case of 12 Pkgs.

Shpg. wt. 40 lbs.\$5.35



WHITE SOAP FLAKES

Large Size Package — 32 Oz.

Nearly Twice the Size of Ordinary Soap Packages

Thin, fine flakes to give extra quick action and provide an abundance of rich, creamy, hard-working suds which rinse out easily. Flakes dissolve completely. Made from a special formula. Are ideal for dishes, general washing and washing machines. Because every ingredient is carefully selected these flakes are safer for fine things than ordinary soaps. They're easy on the hands. Women notice the difference in their hands when they use these highest quality flakes for daily dishwashing. Mlg. wt. 2½ lbs.

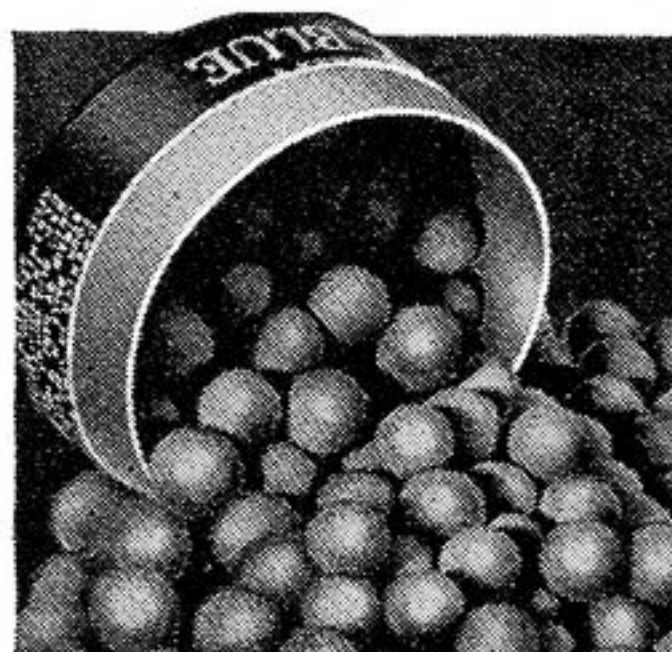
187—Large 32-oz. Pkg.65¢



"KANT ROLL" CLOTHES PINS

"Kant Roll" square clothes pins, made of best quality, strong, selected, seasoned hardwood. Can't roll away when dropped. 4 in. long; smooth. Oval slot greatly reduces splitting. Mlg. wt. 1 lb.

180—Pkg. of 6 dozen pins45¢



BALL BLUE

No bottle to break, spill, or freeze. Dissolves instantly in water — no specks, no sediment! Enough in one box to blue about 20 washings. Mlg. wt. 7 oz.

819—¼-lb. box9¢

SAVE SOAP! . . . USE LARKIN WATER SOFTENER

Dissolves quickly and makes hard water feel delightfully soft. Cleanses. Cuts grease and makes soap go further. Saves work. Use it for washing clothes, dishes; cleaning bathtubs, sinks, wash bowls, coffee and tea pots, floors, woodwork, painted walls.

Removes grease and paint from hands. Softens and cleans hardened paint brushes.

Sprinkle a little in your bath. Makes water soft and delightful. Leaves tub spotless — no grimy rings.

827—1-lb. Pkg. Mlg. wt. 1½ lbs.17¢

828—Case 24 Pkgs. Mlg. wt. 27 lbs. \$3.75



LARKIN SANITARY CLEANSER

Cleans and Disinfects Toilet Bowls, Traps

Removes yellow stains — whitens, vivifies porcelain toilet bowls — harmless when used as directed. Disinfects — making them clean, odorless and sanitary. Removes danger of infection. Instantly effective. Works quickly. 100% thorough. Only small amount necessary.

809—1-lb. 6-oz. Can. Mlg. wt. 2 lbs.18¢

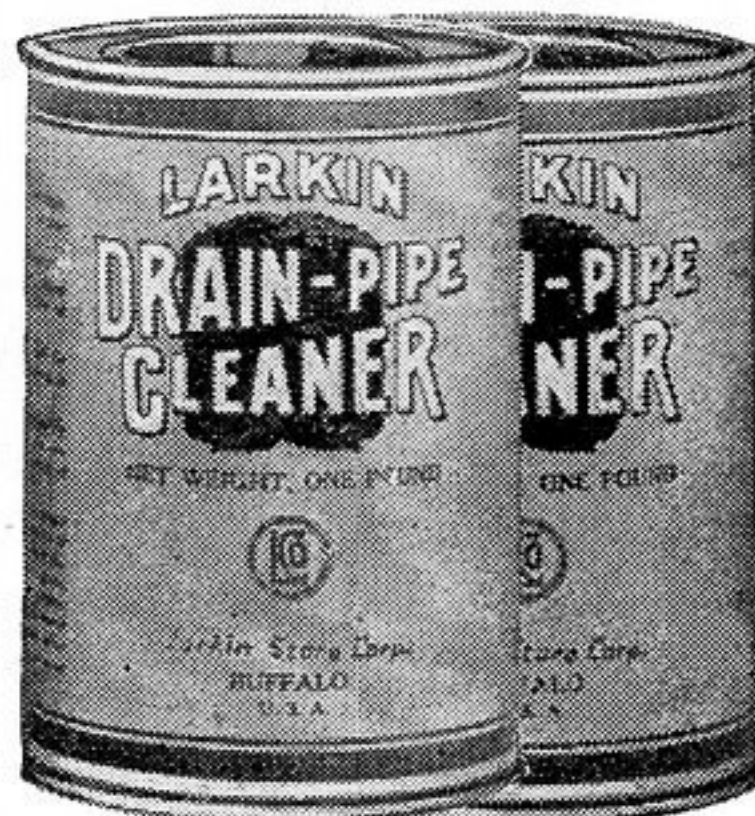
810—Case of 12 Cans. Shpg. wt. 24 lbs. \$2.10

LARKIN DRAIN-PIPE CLEANER

Cleans Clogged Drain Pipes ➡

Flushes, cleanses and disinfects clogged drains and removes stoppage due to lint, hair, grease, etc. Saves many times its cost in plumbing bills. Use in sink, bathtub, wash bowl, toilet, laundry tubs and to clean grease from garage floors. Cleans garbage cans. Thaws frozen pipes. Will not injure plumbing or porcelain fixtures when used as directed. Mlg. wt. 3 lbs.

808—TWO 1-lb. metal cans35¢



LARKIN DOUBLE-ACTION CLEANSER

Saves Work! Cuts Grease and Dirt in Double Quick Time!

Larkin Cleanser has DOUBLE ACTION! Its scouring properties cut grime, dirt, rust and corrosion. Its soap dissolves grease and dirt. It's powerful! It works faster! Saves minutes on cleaning time. Saves energy and "elbow work" too!

Greasy pots, pans and cutlery comes sparkling clean in a few seconds. Bathtubs, bowls, faucets, brass, tile, sinks, stoves, enamelware become spotlessly clean. 14-oz. fibre cans with metal shaker-tops.

303—FOUR Cans. Mlg. wt. 5 lbs.29¢

Buy by the Case and Save Money!

304—Case of 48 Cans. Shpg. wt. 53 lbs.\$3.25



METAL SPONGES

Two hand-size balls of stainless metal loops. No sharp edges. Clean, scour, polish metal, glass, china. Mlg. wt. 3 oz.

179—Pkg. of 218¢



CLEANSER PADS

Soft metal-fibre pads with polishing soap. Clean and polish aluminum, copper, iron, enamelware, tile, linoleum, faucets, Pyrex glass. Mlg. wt. 6 oz.

228—Pkg. of 1220¢



MECHANICS' SOAP

Quickly removes grease, fresh paint, printers' ink — all dirt.

For railroaders, mechanics, painters, printers, farmers. Mlg. wt. 2 lbs.

825—22-oz. Jar25¢

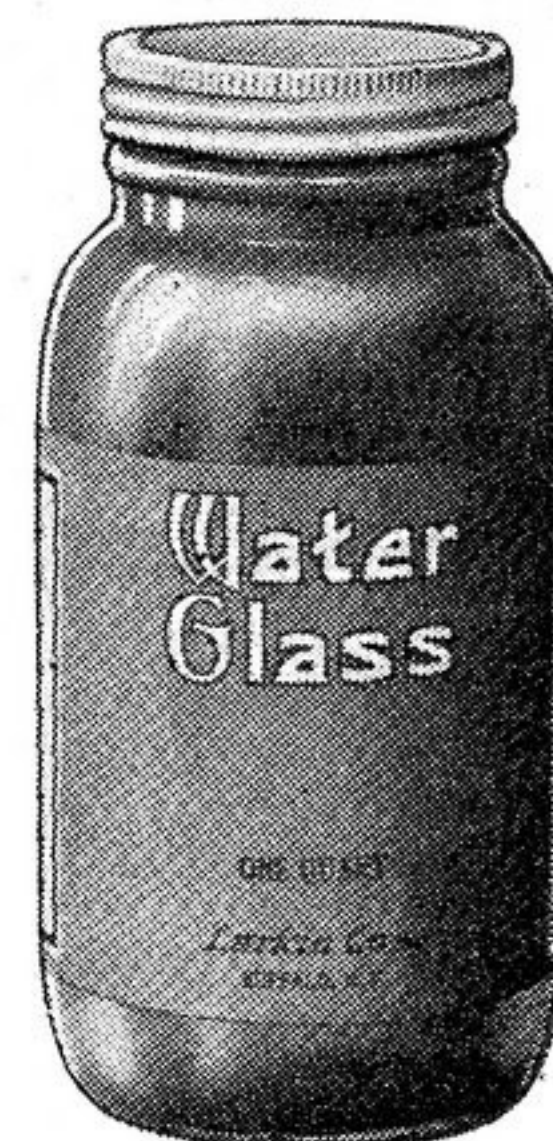
WATER GLASS

Enough to Preserve 23 Dozen Eggs

To buy eggs at low prices in the plentiful season and preserve them for the season of scarcity is a worthwhile economy!

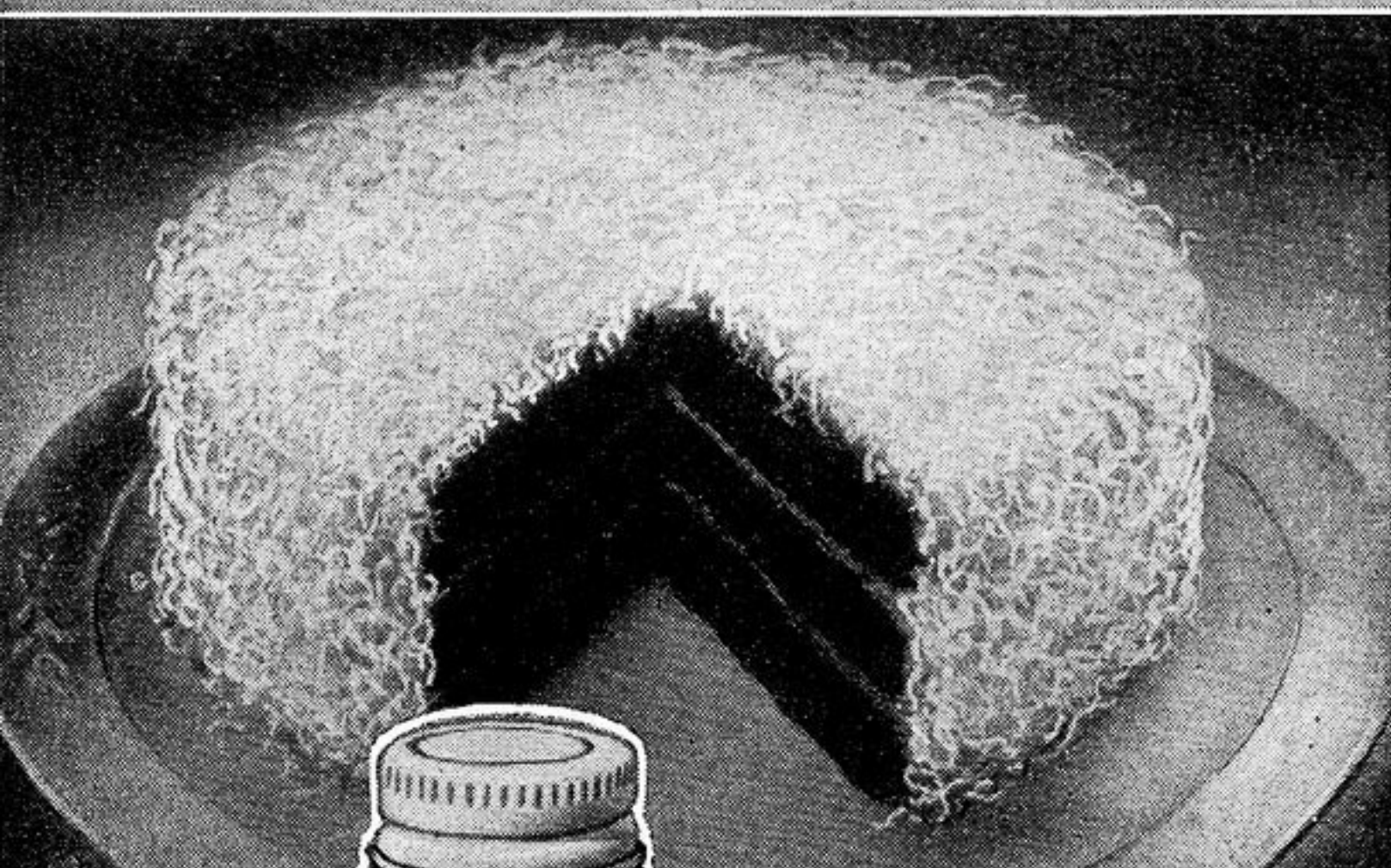
Water Glass keeps eggs fresh for months, as attested by U. S. Gov't. Dep't. of Agriculture. Undiluted, it makes a good adhesive paste. Mlg. wt. 4½ lbs.

821—1-qt. Jar30¢



Larkin Flavoring Extracts

Made full strength from finest materials. They go further — are more economical — lose no flavor in baking. Always use these richer, finer-flavored extracts for tastier cakes, pies, puddings, candies, icings, cookies, ice cream, sherbet.



IMITATION VANILLA FLAVOR

Most economical for all flavoring purposes. Made of finest ingredients, it goes further... we know you'll like it! Use it for flavoring ice cream, cakes, pies, custards, candies, icings, puddings — buy this 4-oz. size and save. Mlg. wt. 12 oz.

501—4-oz. btl.40¢



Lemon

Made with pure oil of lemon. For flavoring ice cream, sauces, cold drinks, cake. Mlg. wt. 7 oz. 503—2-oz. btl. 43¢



Orange

Made with pure oil of orange for flavoring puddings, ice cream, cold drinks, cake. Mlg. wt. 7 oz. 504—2-oz. btl. 40¢



Pure Vanilla

REAL vanilla—no added coloring. Richer flavor... lasts through the baking. Mlg. wt. 7 oz. 516—2-oz. btl. 40¢



Almond

For that nutty flavor in ice cream, candy, cake. Made with bitter almond oil. Mlg. wt. 7 oz. 502—2-oz. btl. 30¢



Wintergreen

Imitation flavor — better than genuine, best chefs say. For candy, cold drinks, etc. Mlg. wt. 7 oz. 506—2-oz. btl. 35¢



Peppermint

For flavoring candy, ice cream, cold drinks. Made with pure oil of 'mint. Mlg. wt. 7 oz. 505—2-oz. btl. 53¢



Maple-It

Imitation maple — more effective for flavoring than pure maple syrup. Mlg. wt. 7 oz. 169—2-oz. btl. 35¢



Whip-It

Add few drops to light cream or egg whites and they'll whip in a jiffy. Mlg. wt. 7 oz. 161—2-oz. btl. 20¢

... Just Taste the Difference!



LARKIN TABLE SALT

You will taste the difference the minute you start seasoning foods with Larkin Salt. It seems to bring out the real, the natural flavor — make everything taste better. Use it for cooking and table use.

Free Running

IT POURS from the package — it sifts from the shakers. Evaporated under very high temperatures, heated

and reground, this high-grade salt is light, fine, far superior to ordinary grades.

201—3 lb. Pkg. Mlg. wt. 4 lbs.12¢

202—Case 18 Pkgs. Shpg. wt.

58 lbs.\$1.75

LARKIN IODIZED SALT

Same as above except with .023% Potassium Iodine added. Especially helpful to those in localities where vegetable foods fail to supply this needed mineral.

203—3-lb. Pkg. Mlg. wt. 4 lbs.13¢

204—Case 18 Pkgs. Shpg. wt.

58 lbs.\$2.00

Larkin Pure Seasonings

Celery Salt

True celery flavor for soups, salads, dressings. 515—2-oz. jar. Mlg. wt. 8 oz.12¢



Sifter-top Jars



Garlic Salt

Have true garlic flavor without annoying the family. Mlg. wt. 8 oz. 517—2-oz. jar18¢



Onion Salt

So convenient. No odor—no hand-stains. Mlg. wt. 8 oz. 514—2-oz. jar15¢



Paprika

Appetizing garnish for salads, sauces. Mlg. wt. 7 oz. 518—1-oz. jar18¢

Tastier For Foods

Larkin Products

Sweetened with real sugar, these richer, creamier preparations are tastier, more wholesome — give more real food value. More for your money, too — each package makes sufficient for 6 to 10 generous servings.

Tasty Larkin Puddings



Two Favorites . . . with Kiddies and Grown-ups

Vanilla Flavor Pudding

An inexpensive dessert! One package, cooked with milk, makes one quart of pudding—10 generous servings. For variety, add canned or fresh

fruits, nuts or cocoanut. Top it off with whipped cream. The milk and the Pudding make a highly nutritious food — serve it often. Children never tire of it. Used as a pie filling — makes two 8-inch pies. 4¾-oz. package.

507—Mlg. wt. 1¼ lbs. 3 Packages 27¢

508—Mlg. wt. 10 lbs. Case of 24 Pkgs. \$1.95

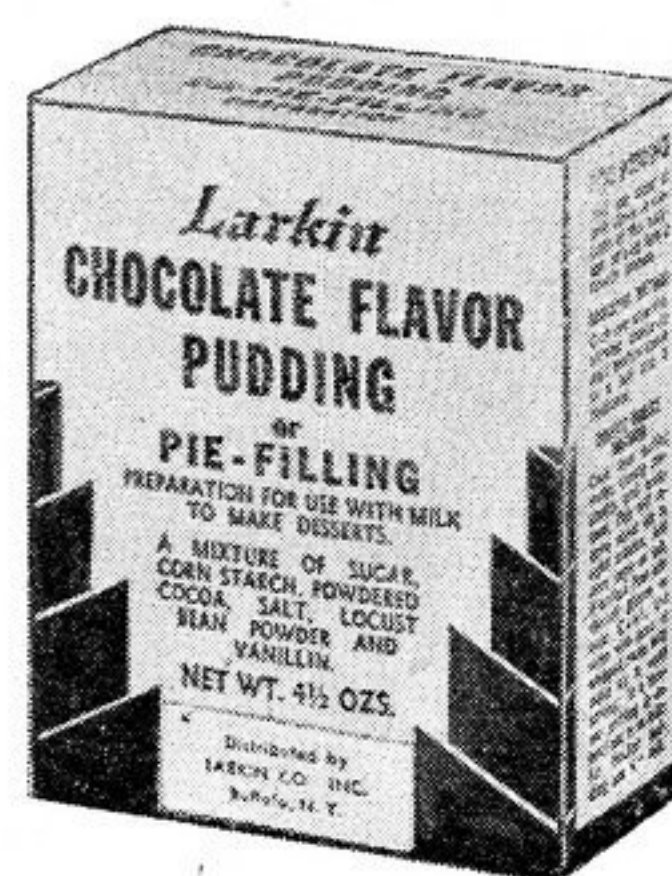
Chocolate Flavor Pudding

A preparation for use with milk to make chocolate pudding, pie filling, or ice cream. Top pudding and pie with whipped cream — light cream whipped with Larkin Whip-It.

Each package makes over 1 qt. of pudding, enough for 10 generous servings, or two 8-inch pies. Takes but a few minutes to prepare. 4¾-oz. package.

521—Mlg. wt. 1¼ lbs. 3 Packages 27¢

522—Mlg. wt. 10 lbs. Case of 24 Pkgs. \$1.95



Make Delicious Puddings, Pies, Cake Fillings in a Jiffy!

Lemon-flavor Mixture

Use with egg, sugar, and water to make lemon-flavor pie filling or dessert. Takes only a few minutes to prepare. Is very inexpensive. Each package makes two 8-inch pies or 1 qt. of pudding — 10 generous servings. 4¾-oz. package.

525—Mlg. wt. 12 oz. 2 Packages 21¢

526 Case of 24 Packages \$2.19
Mlg. wt. 10 oz.

Butterscotch-flavor Pudding

Use this Pudding preparation with milk to make a variety of appetizing desserts — Butterscotch Pudding, ice cream, pie filling. Delicious when used with fruits. A good sauce over lady fingers or sponge cake. 4¾-oz. package.

519—Mlg. wt. 1¼ lbs. 3 Packages 27¢

520 Case of 24 Packages \$1.95
Mlg. wt. 10 lbs.



LARKIN BAKING CHOCOLATE



Rich, full-bodied, unsweetened. Eight 1-oz. squares individually wrapped in wax-back foil. Dissolving quickly, this fine, pure chocolate is perfect for making cakes, pies, candies, icings, puddings, ice cream — for a delicious hot beverage, prepare with milk and sugar. Mlg. wt. 9 oz.

540 ½-lb. Pkg. 48¢



LARKIN INSTANT CHOCOLATE

Just add hot water and stir — in 10 seconds you have the most delicious hot chocolate you ever tasted! No cooking — no pan to wash. Made of chocolate (not cocoa), sugar, and fresh milk — rich, pure, nutritious. Sufficient in each envelope for one cup of chocolate. Mlg. wt. 11 oz.

535 . . . 10 1-oz. Envelopes 50¢



LARKIN PEANUT BUTTER

The ever-ready sandwich spread that is such a universal favorite with children and grown-ups.

Larkin Peanut Butter is made from a blend of selected No. 1 peanuts, expertly roasted and salted to

bring out the rich flavor.

Unusually rich in peanut oil, it keeps moist and is easy to spread. Nutritious. High in vitamin content. Easily digested. A suggested treat for the entire family is the use of Larkin Peanut Butter in cookies, confections, salads. Mlg. wt. 1¼ lbs.

174 16-oz. Jar 43¢



LARKIN CORN STARCH

High quality, finely milled, and absolutely pure, Larkin Corn Starch is a carbohydrate food rich in energy-giving nourishment. With it you can make deliciously smooth ice cream, puddings, cake and pie fillings. Dissolves quickly and without lumpiness in milk or water. Very economical.

533—1-lb. Package. Mlg. wt. 1¼ lbs. 16¢

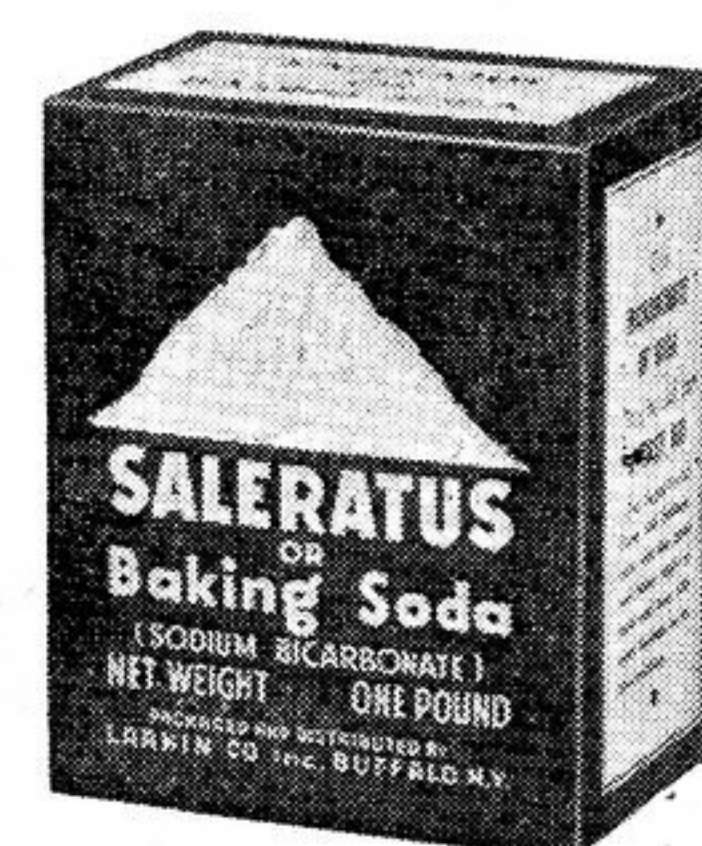
534—Case of 24 Pkgs. Mlg. wt. 27 lbs. \$3.50



Baking Powder

Famous for superior strength, freshness, purity — makes cakes, biscuits raise quickly — soft, light, and of fine texture so they'll stay fresh and moist. Mlg. wt. 1 lb.

530—12-oz. Can 18¢



SALERATUS OR BAKING SODA

A big value! Larkin Soda is U. S. P. tested quality! Use it, and your baked goods are sure to "raise" perfectly. Use not only for cooking and baking but as "first aid" on burns, scalds, etc. Mlg. wt. 1¼ lbs.

531 1-lb. Pkg. 11¢



Modjeska Toilet Soap

Quick Lathering! Leaves Skin Soft! Attractively Packaged!

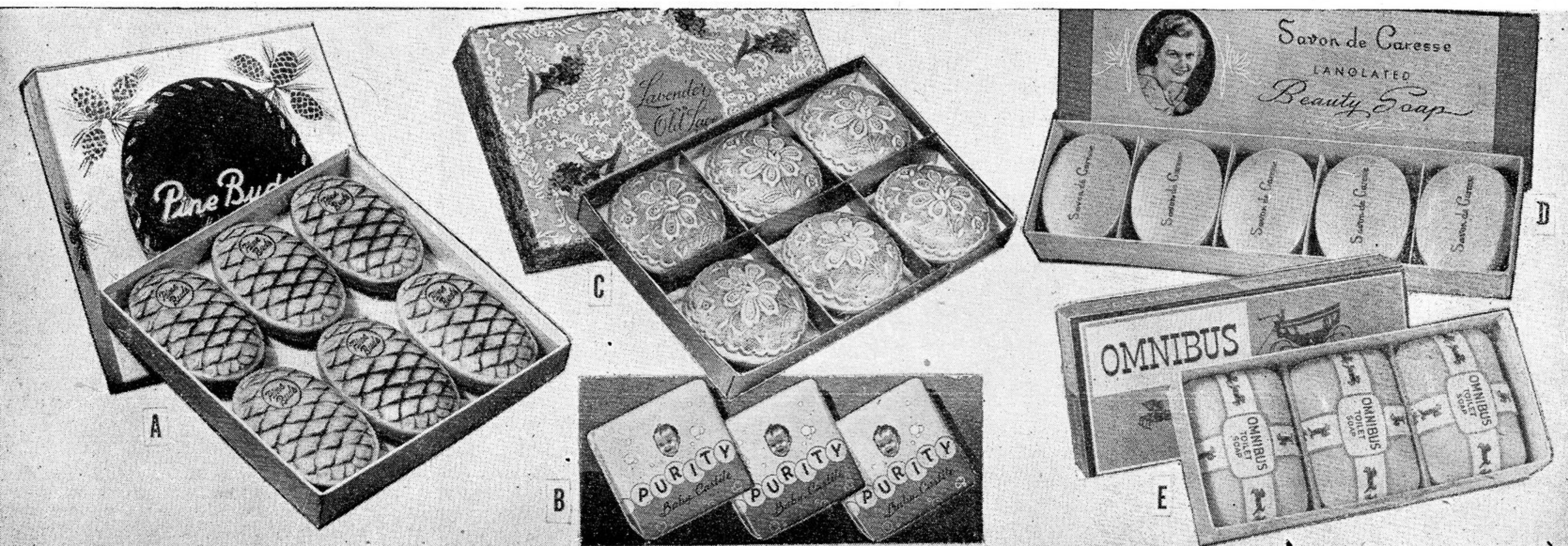
Perfumed with Exquisite Modjeska Fragrance!

The same delightful Modjeska Toilet Soap that has been a favorite with Larkin customers for three generations! Preferred because of its mildness — rich creamy lather — perfect cleansing qualities. It helps to soften your skin as it cleanses — leaving skin freshly glowing.

It is delicately perfumed with Modjeska — a blending of rare perfumes that lingers — giving your skin a fresh, dainty fragrance.

It's a wonderful value! Compare its lasting properties with other soap. It does not dissolve instantly in the water, but holds its firmness — lasts longer, gives more value.

112—Mlg. wt. 15 oz. Three Bath-size Cakes 39¢



[A] PINE BUDS — Richly lathering. Longer lasting. Delicate pine fragrance — refreshing and invigorating. Bath-size soap with raised, moulded design to imitate a pine cone. Dainty pastel green. Window gift box. 248—Mlg. wt. 1½ lbs. 6 Cakes 95¢

[B] "PURITY" BABY CASTILE — a pure, mild white Castile Soap for baby. Lathers copiously. Gently cleanses. Recommended for sensitive skins. Slightly perfumed. 872—Mlg. wt. 1 lb. 3 cakes 35¢

[C] "LAVENDER AND OLD LACE" TOILET SOAP — You'll thrill to the charm, the fragrance of this exquisite ivory color Toilet Soap! On the top of each cake, a lovely lace dolly with flower in center is moulded in raised, relief design. Very dainty and pretty. Perfumed with lavender. Lathers profusely. Packaged in pretty, lavender gift box. Mlg. wt. 1½ lbs.

359 6 Cakes 85¢

[D] SAVON DE CARESSE LANOLATED BEAUTY SOAP — Made with finest ingredients including Lanolin—a natural oil closely resembling that of the human skin. Lathers quickly in warm, cold, hard or soft water. Hard-milled. Perfumed. Mlg. wt. 1½ lbs. 189 Box of 5 Bath-size Cakes 69¢

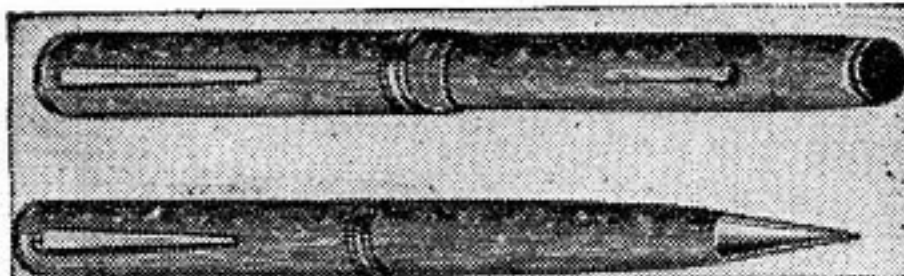
[E] OMNIBUS SOAP — Rich lathering with spicy fragrance. A favorite with men and women. Large, hand-size cakes. Boxed. 564—Mlg. wt. 1½ lbs. 3 Cakes 90¢

EBERHARD-FABER PEN-AND-PENCIL SET ... for men and women

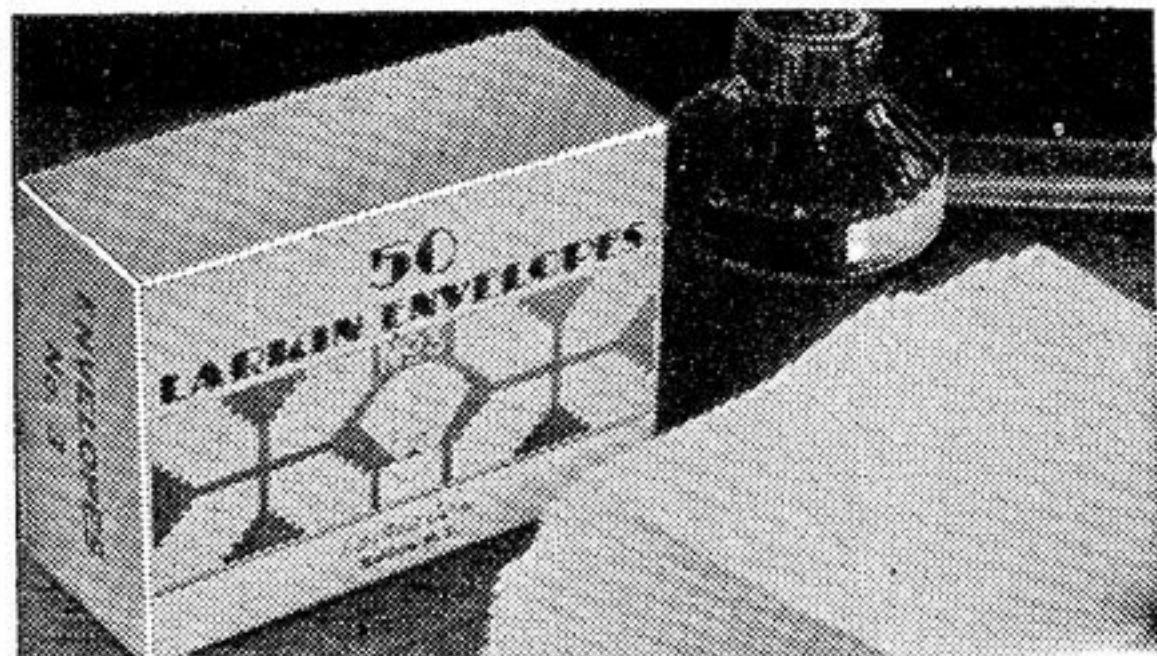
5467—Matched Set. Mlg. wt. 4 oz. \$1.75

5468—Fountain Pen, only. Mlg. wt. 1 oz. \$1.00

5469—Mechanical Pencil, only. Mlg. wt 1 oz. 75¢



Pen has Burgundy plastic cap and barrel. Iridium tipped, gold-plated Perma point. Lever filling. Propel-repel pencil with eraser. Gold-plated clip, bands on both. Suitable for women or men. Set is gift boxed.



Envelopes

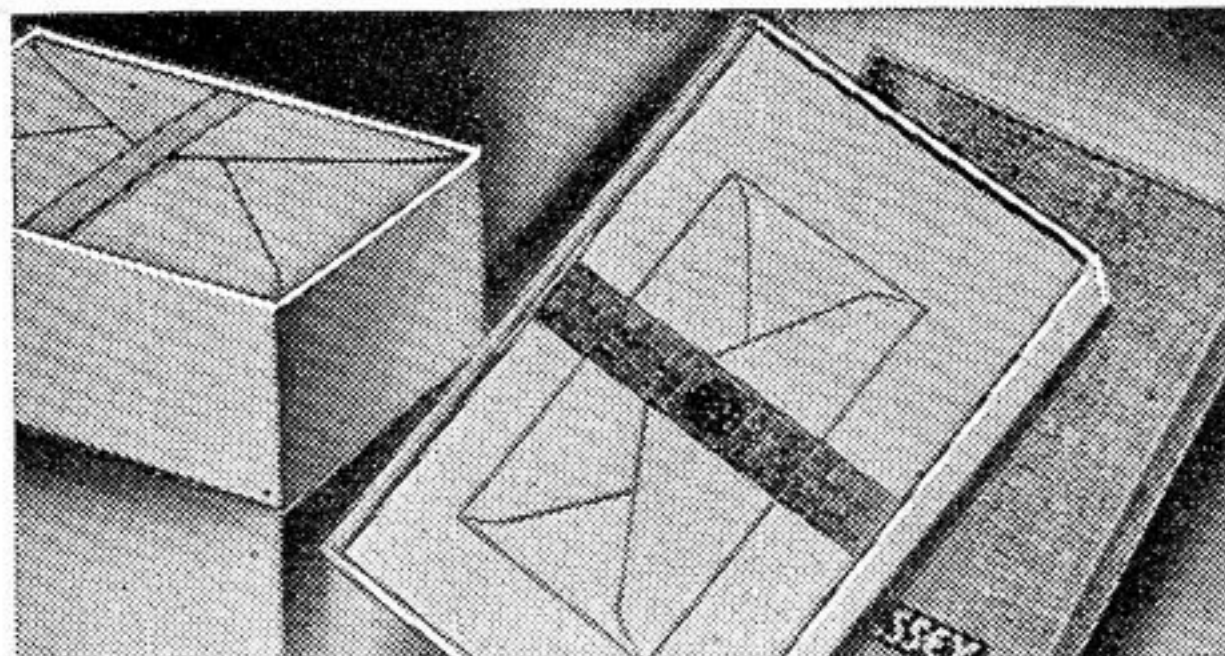
3½ x 6 in., white envelopes. Fit Writing Paper 910 and Tablet 914. Long-pointed flaps. Mlg. wt. 8 oz.

Package of 100 909 25¢

Writing Paper

High grade, smooth finish, white. Use with Envelopes 909, pictured at left. Size 5½ x 6½ in. Mlg. wt. 13 oz.

85 Folded Sheets 910 35¢



Envelopes

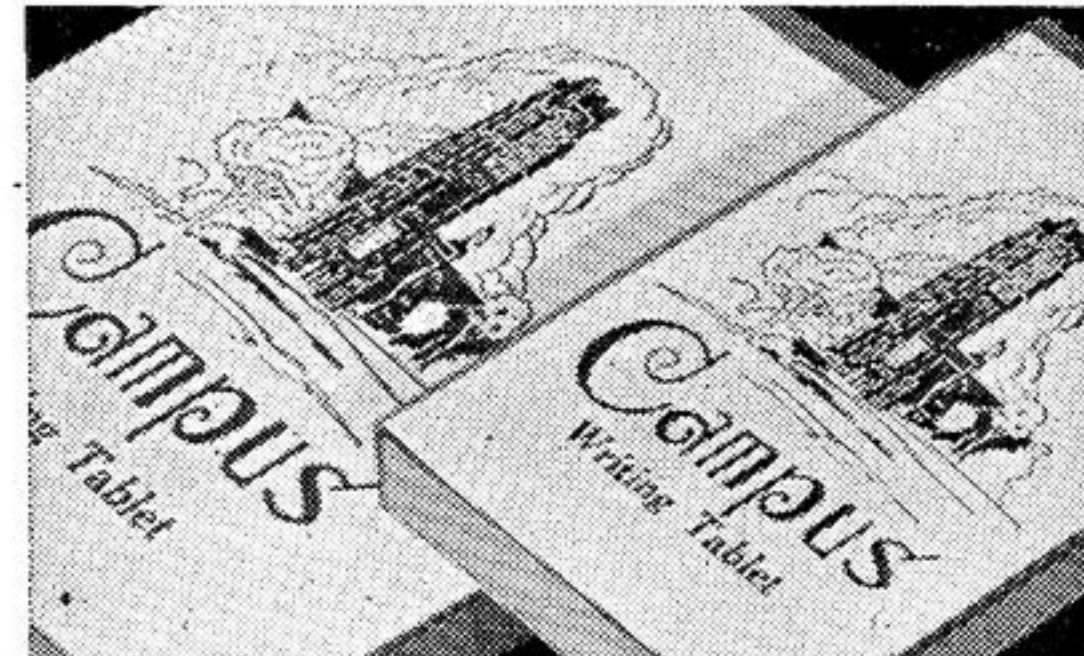
Excellent grade. Made from smooth-finished, white bond paper. Flaps well gummed. Standard size 3½ x 6½ in. Mlg. wt. 6 oz.

911 Pkg. of 50 14¢

Boxed Stationery

Smooth-finish stationery in assorted pastels and white. Fine quality. Envelopes to match. Attractively boxed. Mlg. wt. 1¼ lbs.

912 30¢



School Tablet

High quality, smooth-finish, white paper, ruled on both sides. For ink or pencil. Padded. With blotter, 8 x 10 inch sheets. Mlg. wt. 9 oz.

913 9¢

Writing Tablet

High grade, white paper for ink or pencil. Ruled on both sides. 5 x 8 inch sheets. Blotter. Fits Envelopes 909. Mlg. wt. 8 oz.

914 7¢



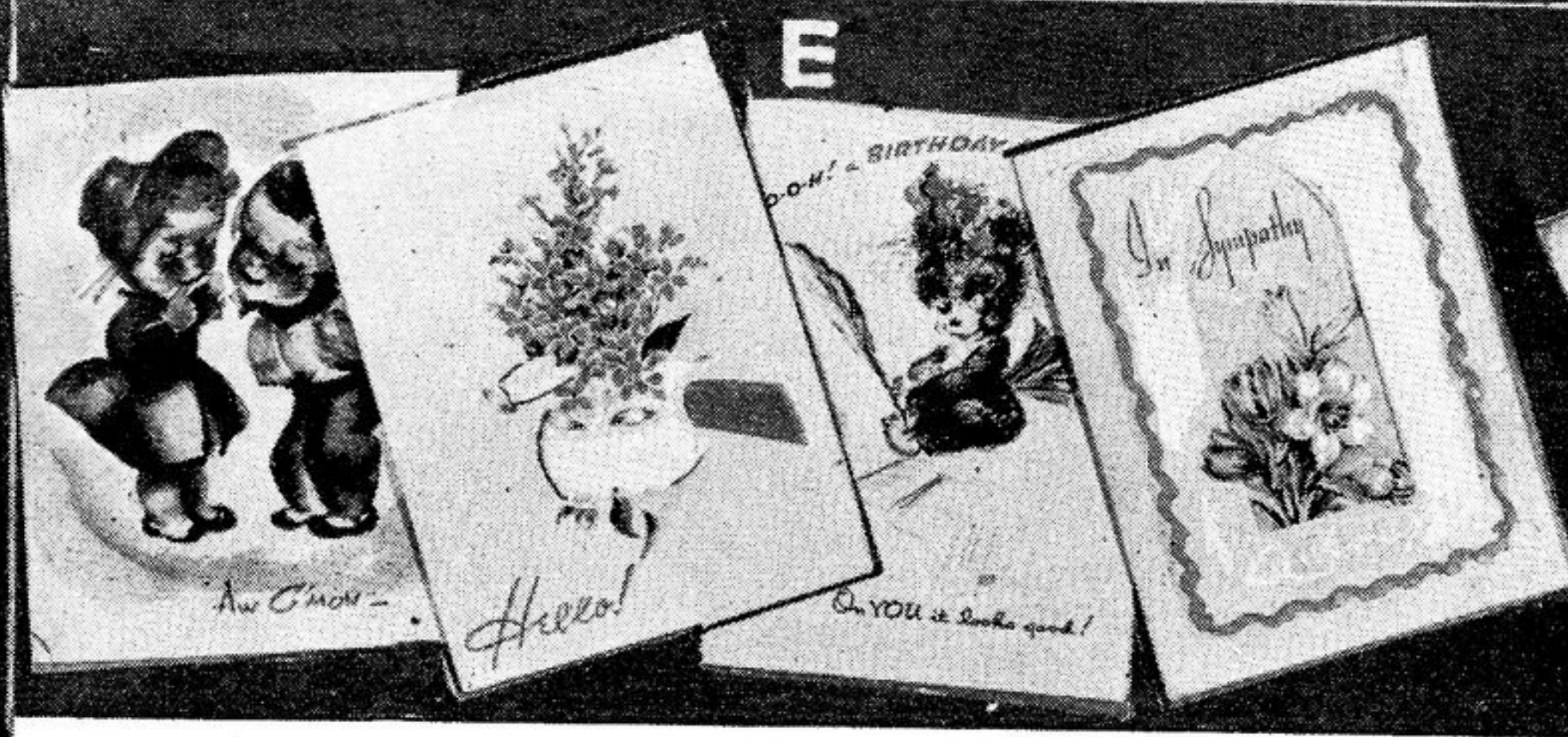
CHRISTMAS GREETINGS

21 Beautiful Double-fold Cards in Each Box

(A) No two alike — cut-outs, window cards, lace and suede inserts, embossed, some with glitter or ribbon bows—21 handsome, colorful greetings. As lovely inside as outside, plus their warm, friendly sentiment. The paper is of very high quality—with envelopes to match. Cards are $5\frac{3}{4} \times 4\frac{1}{4}$ in. Attractively boxed.
5917—Mlg. wt. 14 oz. Box of 21 cards, 60¢

(B) A much lovelier selection than usually offered at this low price — these beautiful greetings with their heart-warming sentiment, cost but a trifle more than 2½¢ each!
All different — all attractive, colorful — some with glitter, gold or silver-color inserts, embossed. Good quality paper; real Christmasy colorings. Matching envelopes — Cards, $6 \times 4\frac{1}{2}$ in.
4625—Mlg. wt. 10 oz. Box of 21 cards, 55¢

(C) Woodland scenes, poinsettias, homey scenes — 21 entirely different cards, some of which look like hand-painted water-colors. Gay Christmas colors, and the sentiment inside — not just the usual Merry Christmas, Best Wishes, etc., but warm, more-or-less personal messages.
You and your friends will want several boxes. Cards vary in size — $5\frac{3}{4} \times 4\frac{1}{4}$ to $5\frac{3}{4} \times 4\frac{1}{2}$ in. Each with matching envelope. Less than 2¢ each but you'll be proud to sign your name to any of them.
3139—Mlg. wt. 10 oz. Box of 21 cards, 40¢



CARDS FOR EVERY OCCASION

Colorful! Attractive! Appropriate Verses!

Gift Enclosures

(D) With this assortment in the house you have gift cards for almost any occasion. Small $3\frac{1}{2} \times 3$ in., double-fold cards with envelopes. Each with its own appropriate message and dainty decoration inside and outside. Assortment includes: 4 Thank You and 8 gift enclosures — 1 anniversary, 2 birthday, 3 general, and 2 baby. A wonder value, indeed! Mlg. wt. 5 oz.

Box of 12
2480 25¢

General

(E) Birthday, convalescent, baby, sympathy cards — all double fold, some with ribbon or yarn bows for booklet effect, others a bit on the humorous side, one or two of parchment paper, a few very modern water-color effects. Here, indeed, is an assortment that will save you many dimes. 14 cards, all about $6 \times 4\frac{1}{2}$ in., with envelopes — very high-grade. Mlg. wt. 10 oz.

Box of 14
2908 55¢

Birthday

(F) Fourteen dainty greetings — no two alike but each the kind of "Best Wishes" you like to send your friends. Designs appropriate for all ages and for men and women — all colorful and pretty, many of them cut-outs, one or two with separate tucked-in message. Good quality paper, double-fold style. Envelopes included. Cards are $5\frac{1}{2} \times 4\frac{1}{2}$ in. Mlg. wt. 10 oz.

Box of 14
1879 35¢



Leisure-time Fashions

with that new, pretty look

SEERSUCKER HOUSECOAT

(A) Smart, new wrap-around with 110-in. sweep, generous lap-over, large pocket. Splashy floral print on deep-pastel cotton seersucker. Pre-shrunk. No ironing required. 54 in. long.

Mlg. wt. 1 lb.
Colors: Aqua, Copen, Rose.

5140 \$5.75
Sizes: 14, 16, 18, and 20.

5141 \$5.95
Sizes: 38, 40, 42, and 44.

PERCALE HOUSECOAT

(B) Heads the parade of new prints—modern and colorful. Floral - striped, 80-square percale wrap-around; skirt biased in back. Tubbable; pre-shrunk. 106-in. sweep. 54 in. long. Mlg. wt. 1½ lbs.

Colors: Black, Copen, Maize.

6274 \$5.45
Sizes: 14, 16, 18, and 20.

6275 \$5.85
Sizes: 38, 40, 42, and 44.

BRUSHED RAYON ROBE

(C) Luxurious, velvety pile, firm weave. Two-way collar. 100-inch sweep — generous lap-over. Fringed tie-belt. Outstanding — for its beauty, quality, tailoring. Mlg. wt. 2¼ lbs. About 53 in. long. Colors: American beauty, Copen.

7876 \$8.95
Sizes: 14, 16, 18.

7877 \$9.45
Sizes: 40, 42, 44, and 46.

80-SQ. PERCALE BRUNCH COAT

(D) Stripes for flattery! In Fashion's favorite gray, with alternate stripes of bright color separated by narrow stripes of black-and-white. Biased back; wide lap-over. Pre-shrunk. Fast-color Blue, Aqua, Maize, Rose. Sizes: 14, 16, 18, 38, 40, 42.

1997—Mlg. wt. 14 oz. \$3.85

CHEERY LONG-SLEEVE SMOCK

(E) Gay Mexican print on Sanforized cotton twill. Styled to please artists, career and college girls, homemakers. Yoke back; tucked front. 2 huge pockets, buttoned cuffs. Copen, Gold, or Green. Sizes: 16, 18, 20.

6258—Mlg. wt. 11 oz. \$2.95

Hard-to-beat Values in COLORFUL APRONS

(F) A truly big value you can't afford to miss! Buy for yourself and for gifts! Protects your dress completely — will not slip off shoulders. One size — fits sizes 34 to 44. A quality cotton print usually found only in better dresses — assorted bright prints and colors. Fade-proof. Self tie-sash.

3116—Mlg. wt. 9 oz. \$1.35

(G) Extra-large coverall apron affords full protection. Slips over head, ties in back. Two generous pockets. One size — fits sizes 42 to 50. Fine cotton print in attractive, colorful designs. Contrasting binding and rick-rack. Beautifully made.

7969—Mlg. wt. 8 oz. \$1.50

(H) Neatness itself! Charming assortment of colorful cotton prints with 2-tone rickrack trim, contrasting binding. Full skirt, big patch pockets, set-in belt with sash ties. One size: fits sizes 30 to 40. Washes beautifully.

7890—Mlg. wt. 6 oz. \$1.20

QUILTED TUB-UMS

(I) Gay, colorful, quilted pad-abouts, as comfortable as can be. For bath, relaxation, dormitory, travel, vacations. Keep an extra pair on hand for guests! Nice for gifts. Fine cotton print, quilted over cotton. Padded cotton soles. Hand washable. Small, medium, large sizes. State size.

4124—Mlg. wt. 10 oz. \$1.00



PERCALE "QUICKIE"

with neat back-wrap

On and off in a jiffy! Buttons at neck in back, ties in front — laps almost full width in back. Very slenderizing — and how those stripes flatter!

Washable, pre-shrunk, 80-square percale with crisp eyelet embroidery yoke and pocket-trim. Mlg. wt. 10 oz.

Blue-and-peach, or Blue-and-orchid. Sizes: 14, 16, 18, and 20.

State Color and Size.

5130 \$5.75

"Peggy Jean" Dresses

Known Everywhere for their Smart Styling,
Superior Fabrics, Fit, and Workmanship

80-Square Broadcloth

Finest quality we've had in a long time — soft pongee finish. So gay, with its contrasting rick-rack. Zips from neckline to below the hips.

Figure-flattering with diamond-shaped inserts nipping the waistline. Pre-shrunk; fast-color. Mlg. wt. 10 oz.

Light print — Blue or Red predominating. Sizes: 14, 16, 18, 38, 40, 42.

State Color and Size.

1884 \$3.85

Fine Gingham

Newest of the side-button modes! The dressier version, with crisp, pointed edging of doubled sheer white organdy finishing the collar. Self-cuffs. White buttons. Pre-shrunk; fast-color. Mlg. wt. 11 oz.

Blue, Green, Tan or Red — checked with white.

State Color and Size.

3756 \$5.45
Sizes: 14, 16, 18 and 20.

3757 \$5.85
Sizes: 40, 42, 44, and 46.

80-Square Broadcloth

Fine white eyelet embroidery ruffles its way down this button-front. Too adorable for words! Easy-tubbing cotton broadcloth that borrows its design from costlier rayons. Pre-shrunk, colorfast. Mlg. wt. 12 oz.

Multicolor print with Brown, Maize, or Rose predominating.

State Color and Size.

4004 \$5.75
Sizes: 14, 16, 18, and 20.

4005 \$5.95
Sizes: 40, 42, 44, and 46.

French Crepe — rayon

Soft! Fine! Fashion's choicest scroll design — white-and-black, exciting against deep — pastel tones. Looks twice our price whichever wash-fast color you choose — with much of its charm in the hemstitched pocket and sleeves. A button-front that rates 100%!

Mlg. wt. 12 oz. Copen, Green, Gray, or Rose. Sizes: 14, 16, 18, 38, and 40.

State Color and Size.
3142 \$6.95



"SHIP 'N SHORE" CLASSIC

The Tailored Shirt
with Action Fit!

Easy-fitting shoulders with yoke, and good fullness. Typical shirtwaister with double-stitched collar, pocket, and sleeves.

Beautiful white cotton broadcloth — Sanforized, cutting possible shrinkage to less than 1%. A joy to launder! Mlg. wt. 6 oz.

Sizes: 32, 34, 36, 38, 40.

State size.

3135 \$2.95

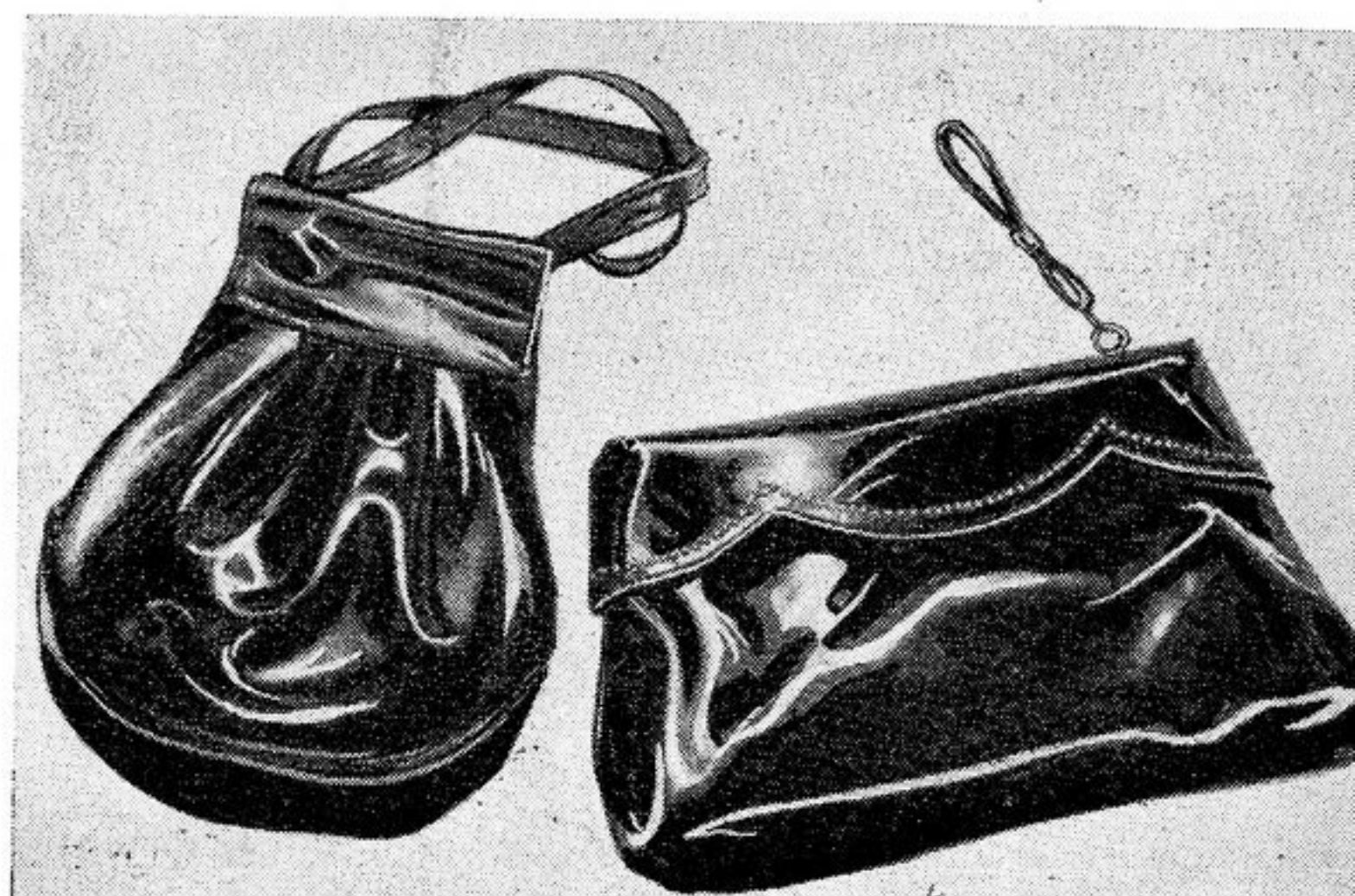
Smarter than Ever! PLASTIC-CALF BAGS

THE NEW LONG POUCH with narrow handles and handy inside zipper compartment. No hunting for contents — bag opens wide — 10 in. long, 7¾ in. wide. Mirror and change purse. Black only — the season's choice in soft, pliable, plastic calf.

1097—Mlg. wt. 1 lb. \$2.95
Federal Tax..59c

THE CUFFED ENVELOPE, so convenient for underarm carrying. Black only and it is beautiful in soft plastic-calf, with its deep, stitched cuff. Zipper closing. 12¾ x 7 in. — bottom 3 in. wide. Mirror; change purse. Lined.

1451—Mlg. wt. 1 lb. \$2.95
Federal Tax..59c





WARM FLANNELETTE GOWN

Left, above. Finest printed flannelette — to keep you toasty warm. Assorted floral patterns; wash-fast. Double yoke, back and front. Braid at neckline. Full cut. Mlg. wt. 14 oz.

4165—Sizes: 34, 36, 38, 40.\$3.25
State size.

4166—Sizes: 42, 44, 46, 48.\$3.75
State size.

COTTON PLISSE GOWN

Right, above. Nipped-in, smooth waistline. Bias cut; very full. Superfine plisse crepe with dainty white eyelet embroidery. Tubs perfectly; no ironing. Blue or Tearose. Sizes: 34, 36, 38, 40. Mlg. wt. 10 oz.

3626—State color and size....\$2.95

WOMEN'S SLIPS—by Loomcraft

Smooth-fitting, good-looking slips famous for their high-quality materials, the fact they will not "ride up," and that the ma-

jority of seams are double-stitched. All are the new length—about 54 in.—with adjustable straps.

FINE COTTON

Built-up, 4-gore style. Narrow edging, hemstitching finish neck and armholes. White.

Mlg. wt. 8 oz.
Sizes: 36, 38, 40, 42, 44.

3067\$1.65

Sizes: 46, 48, 50, and 52.

3068\$1.95

RAYON-TAFFETA

Black rayon-taffeta — lovely, soft quality. Tailored, midriff style. 4 gores; double top-front. Fits perfectly. Mlg. wt. 8 oz.

Sizes: 34, 36, 38, 40, 42, 44.

State size.

2397\$2.98

RAYON SATIN

Tearose only — soft, pretty quality with cream lace. 4-gore, bias-cut skirt prevents hip strain. Overstitched, picot-ed seams. Mlg. wt. 4 oz.

Sizes: 32, 34, 36, 38, 40. State size.

5128\$2.95

KUSTOM-FIT RAYON JERSEY

Fine quality — Tearose only. Tubs easily; no ironing. Smooth fitting; never bulky. Bias cut — only one seam — in back. Mlg. wt. 6 oz.

Sizes: 32, 34, 36, 38, 40, 42, 44.

7355\$1.95

KUSTOM-FIT PIGMENT RAYON

Above, right. Straight cut — no side seams — narrow back panel. Hemstitched top. Tearose. Mlg. wt. 4 oz.

4195 Szs.: 34,36,38,40,42,44.\$2.49

4196 Sizes: 46, 48, 50, 52.\$2.98



LITTLE AND BIG SISTER DRESS

Loomcraft "Fairy Tale" styles — guaranteed to wash and wear! Adorably grown-up! Full skirts, basque tops, big ties. Fine, medium-blue cotton broadcloth with fine-check gingham in blue-and-white or red-and-white. Tie matches skirt. Deep hem. Mlg. wt., each 10 oz.

State color, size.

7292—Little Sister ..\$2.45

Sizes: 3, 4, 5, 6, 6X.

7293—Big Sister ..\$2.95

Sizes: 7, 8, 10.

TOT'S DRESS

A "Fairy Tale" by Loomcraft. Sweetest ever — and guaranteed to wash and wear! Super-quality, fast-color cotton shantung. Contrasting front yoke, piping. Embroidered scalloping. Back sash. Pink-with-blue or blue-with-pink. Sizes: 1, 2, 3. State color, size.

1875 Mlg. wt. 8 oz....\$2.15

GIRL'S SLIP

White cotton broadcloth with hemstitching, narrow lace, deep ruffle. Straight-cut; good width. Wonderfully-fine quality; excellent workmanship. Sizes: 6, 8, 10, 12, 14. State size.

3140 Mlg. wt. 6 oz. ..\$1.10

GIRLS' PANTIES

Knit rayon — the finer, non-run quality. Gives long service. Elastic waistband, rib-knit leg bands. Double crotch. Tearose. Sizes: 4, 6, 8, 10, 12, 14. State size.

3100 Mlg. wt. 3 oz.50¢



12-POCKET SHOE BAG

Space for 12 shoes — metal eyelets for hanging inside closet door. Sturdy cotton in assorted designs, colors — glazed chintz finish. 30 x 17 in.

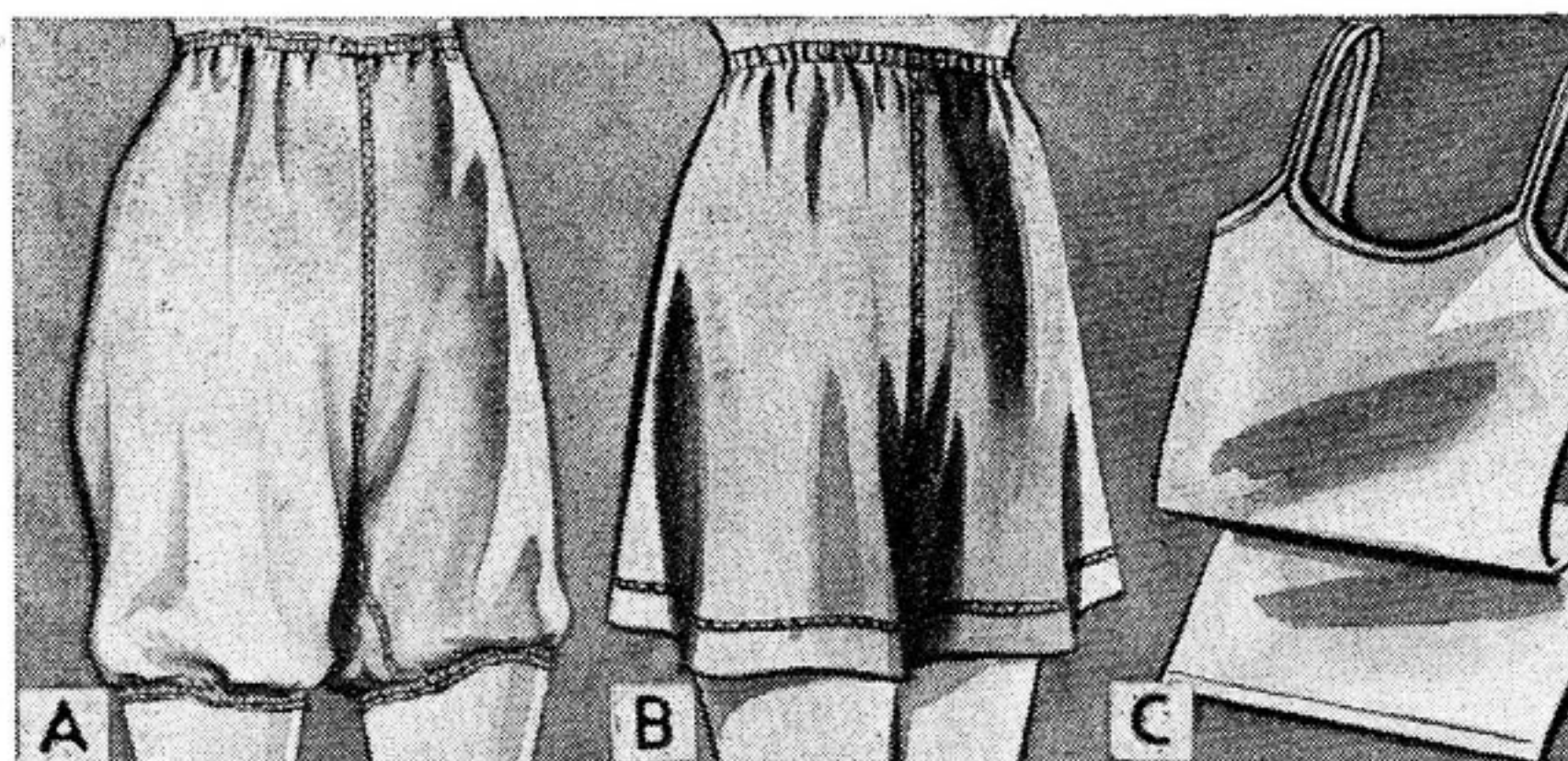
1872 Mlg. wt. 5 oz.\$1.00

WOMEN'S PAJAMAS

2-pc. style in dainty floral-print cotton plisse — a lightweight crinkly crepe. No ironing required. Assorted designs, colors. Mlg. wt. 12 oz.

5388—Sizes: 16, 17\$3.65

5389—Sizes: 18, 19, 20...\$3.95



Women's Rayon-Knit Undies

Interlocking, non-run weave and a lovely quality! Tearose only. Elastic-adjusted waistline fullness.

BLOOMERS

Double crotch - to-waist, back panel. Elastic at knees. Mlg. wt. 8 oz.

7971—Small79¢

7972—Medium85¢

7973—Large89¢

7974—Ex. Large..95¢

PANTIES

Flared, with deep band finishing legs. Mlg. wt. 4 oz.

4162-1—Small65¢

4162-2—Medium75¢

4162-3—Large85¢

4162-4—Ex. Large95¢

VESTS

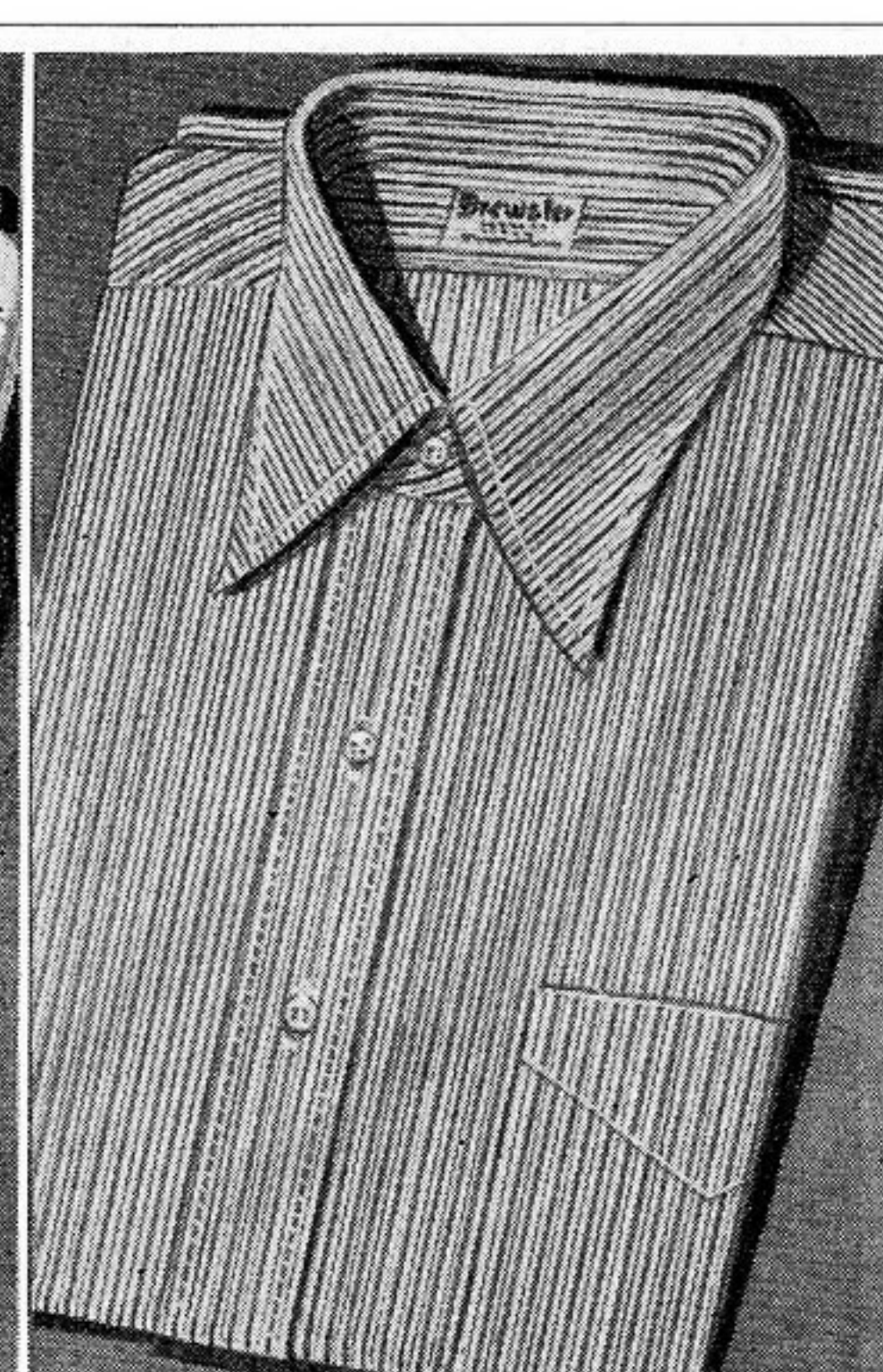
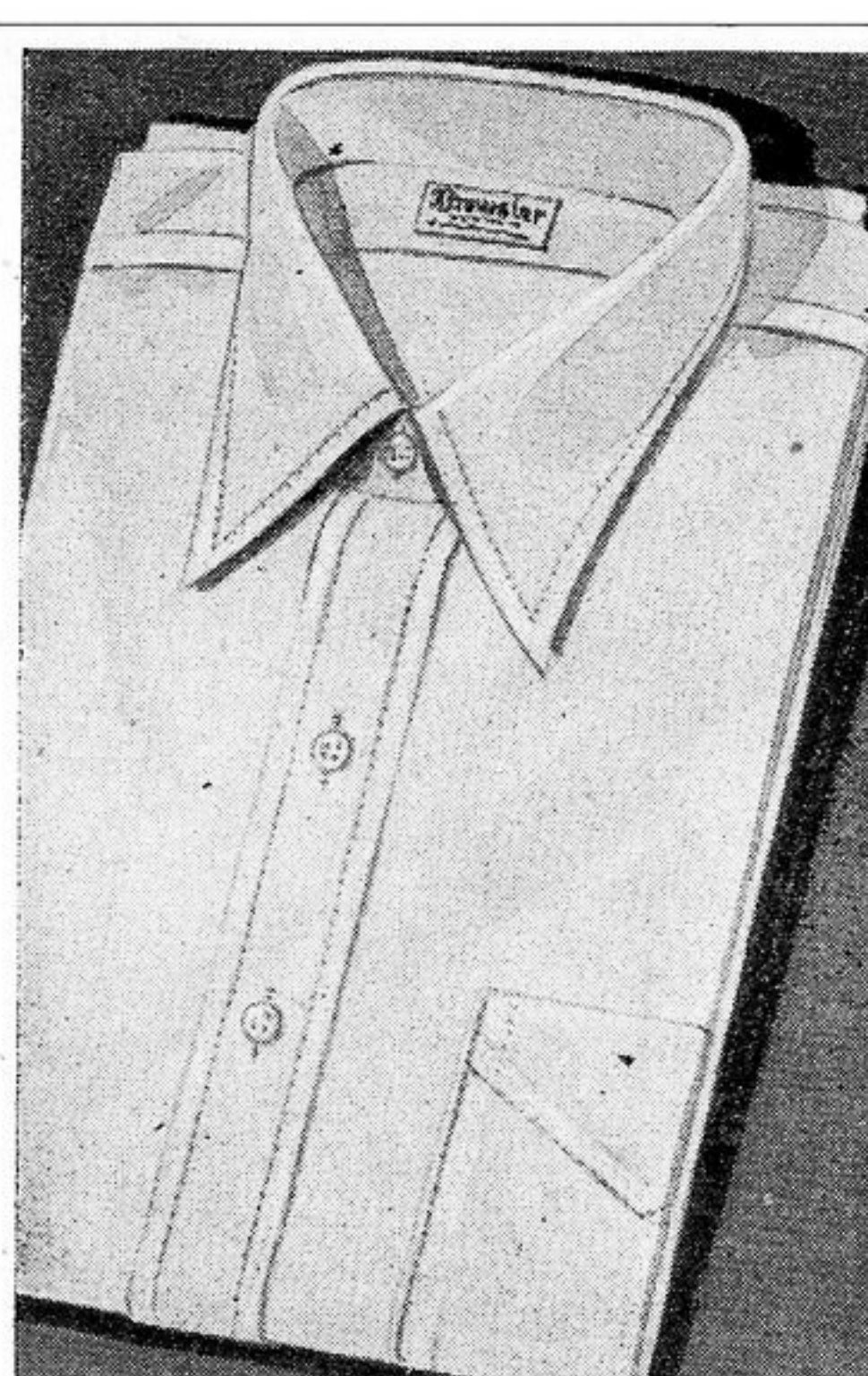
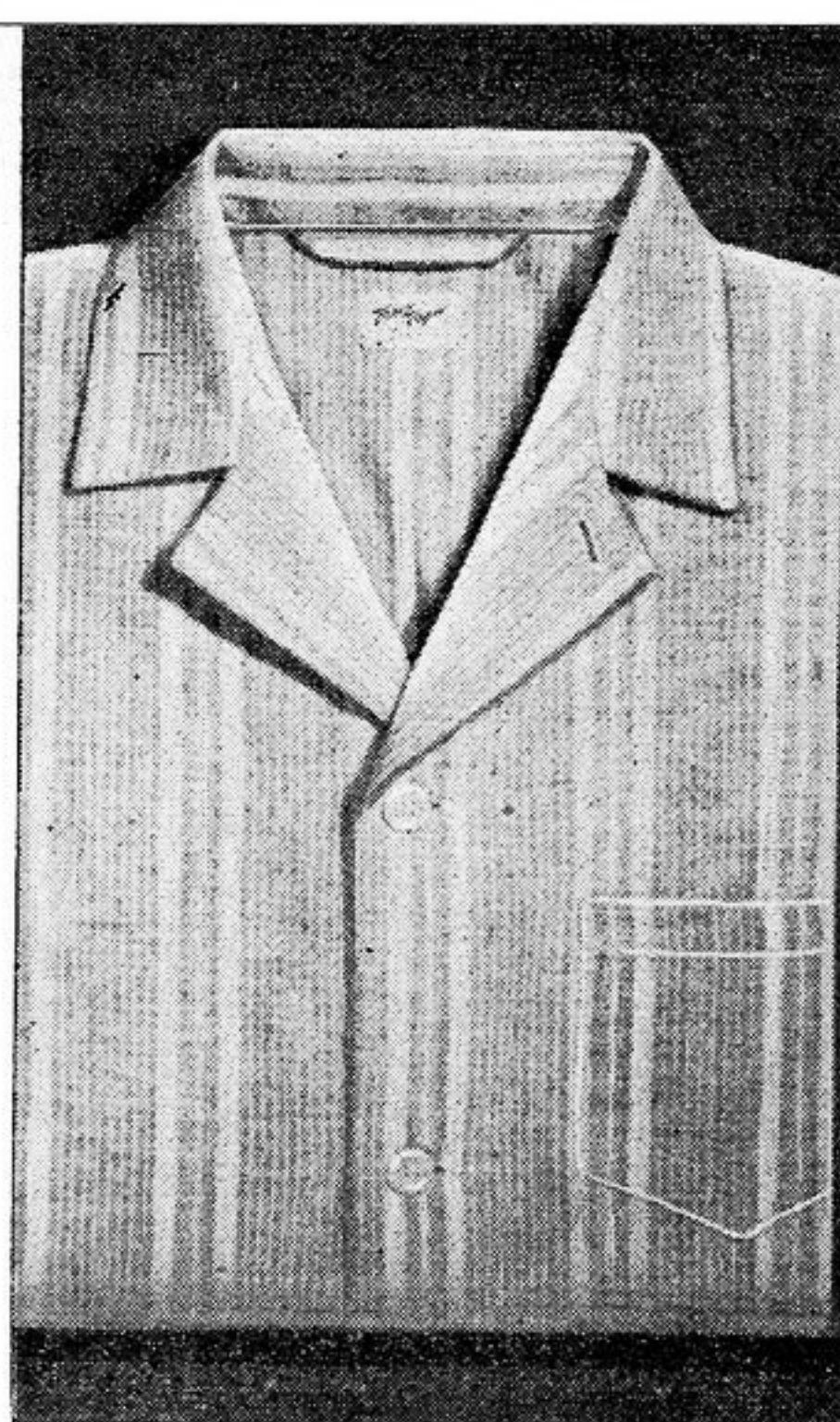
Semi-built-up top; self-bound neck and armholes. Soft, over-cast seams. Mlg. wt. 4 oz.

7365—Small75¢

7366—Medium80¢

7367—Large85¢





MEN'S PAJAMAS—Coat Style

COTTON BROADCLOTH

Fine quality in colorful blazer stripes with contrasting piping on deep lounge pocket and collar — assorted tub-fast colors. Tailored to fit properly. Two-way notch collar may be worn open or buttoned at neck. Drawstring waistband on trousers. White plastic buttons strongly sewn. State size — A, B, C or D.

Sizes: A (34 to 36 in. chest). B (38 to 40). C (42 to 44). D (46 to 48).

7975—Mlg. wt. 1½ lbs. \$3.95

WARM FLANNELETTE

Soft, warm, fleecy — a wonderful medium-weight cotton flannelette in assorted colorful stripes. Sanforized to minimize shrinkage. Coat has good-size breast pocket, plastic buttons, and the notched collar may be worn open or buttoned high. Trousers have Lastex girdle.

Sizes: A (34 to 36-in. chest) — B (38 to 40) — C (42 to 44) — and D (46 to 48).

State size — A, B, C or D. 2398—Mlg. wt. 1½ lbs. \$4.45

MEN'S "BREWSTER" SHIRTS—Sanforized

The name Brewster stands for quality — fine materials, beauty, longer wear. Perfect cut — fit natural figure lines. No bulging or bagging under arms. Gathers at back for fullness. Fit smoothly across shoulders. Meticulous tailoring, double stitching, correct sizing. Fused collars — need no starch — will not wilt. Sanforized materials insure lasting fit — won't shrink more than 1%. Only the better quality mother-of-pearl buttons are used. One-button cuffs.

WHITE BROADCLOTH

Super-count Broadcloth — one of the finest cotton materials — soft, highly mercerized.

Sleeve lengths: 32, 33, 34.

Neck sizes: 14½, 15, 15½, 16, 16½.

State neck size, sleeve length.

6263—Mlg. wt. 10 oz. \$3.75

WOVEN-STRIPE MADRAS

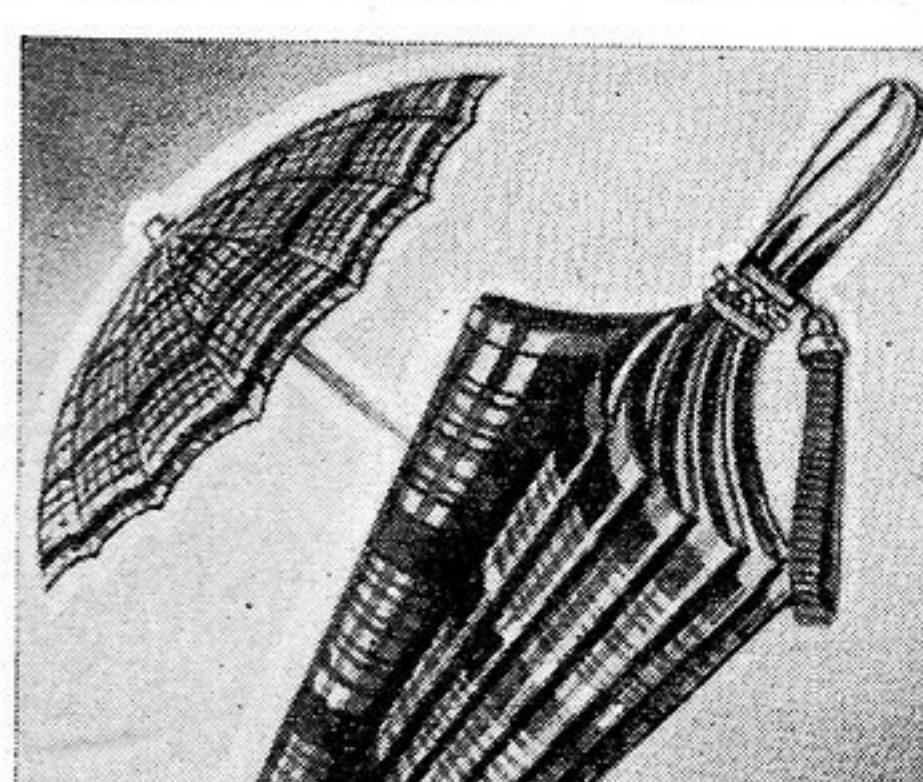
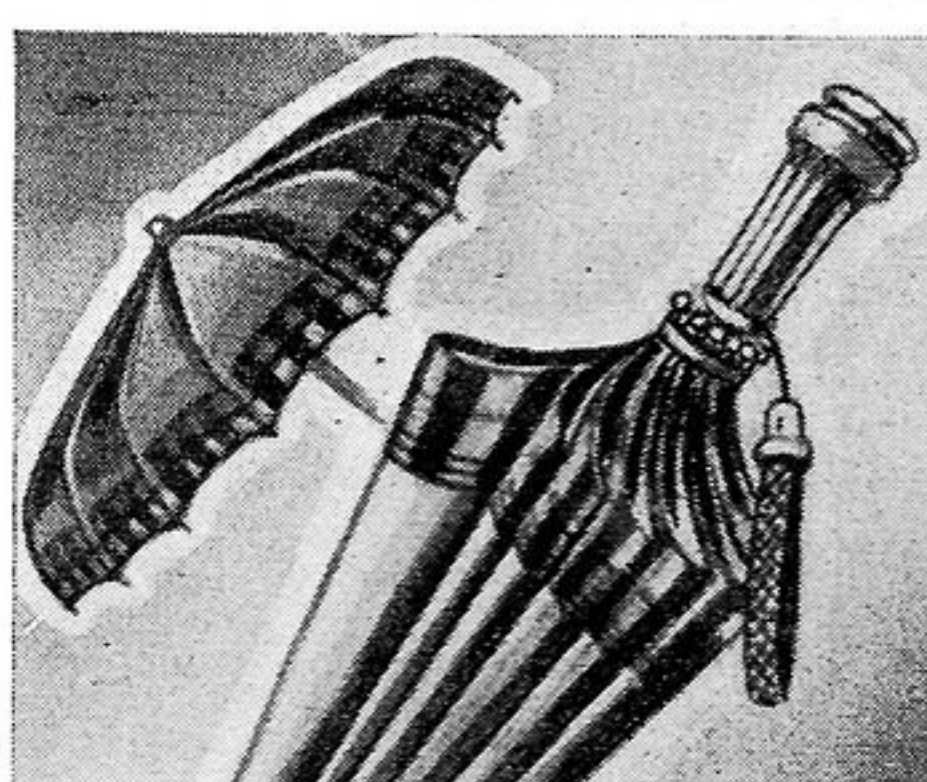
Combed cotton Madras in assorted, colorful, woven stripes.

Sleeve lengths: 32, 33, 34, 35.

Neck sizes: 14½, 15, 15½, 16, 16½.

State neck size, sleeve length.

7399—Mlg. wt. 10 oz. \$3.75



WOMEN'S COLORFUL RAYON UMBRELLAS

Excellent quality rayon taffeta with self-color, embossed, floral decoration. Strong, 16-rib metal frame. Wood shank. Handsome assorted plastic handles.

Colors: Wine, navy, black.

Mlg. wt. 1 lb. 6 oz.

3060—State color \$5.00

Superior quality rayon-taffeta with plaid border. India 16-rib, metal frame — smart mushroom shape. Ribs finished in color to match plastic handle (assorted). Wood shank. Mlg. wt. 1 lb. 6 oz.

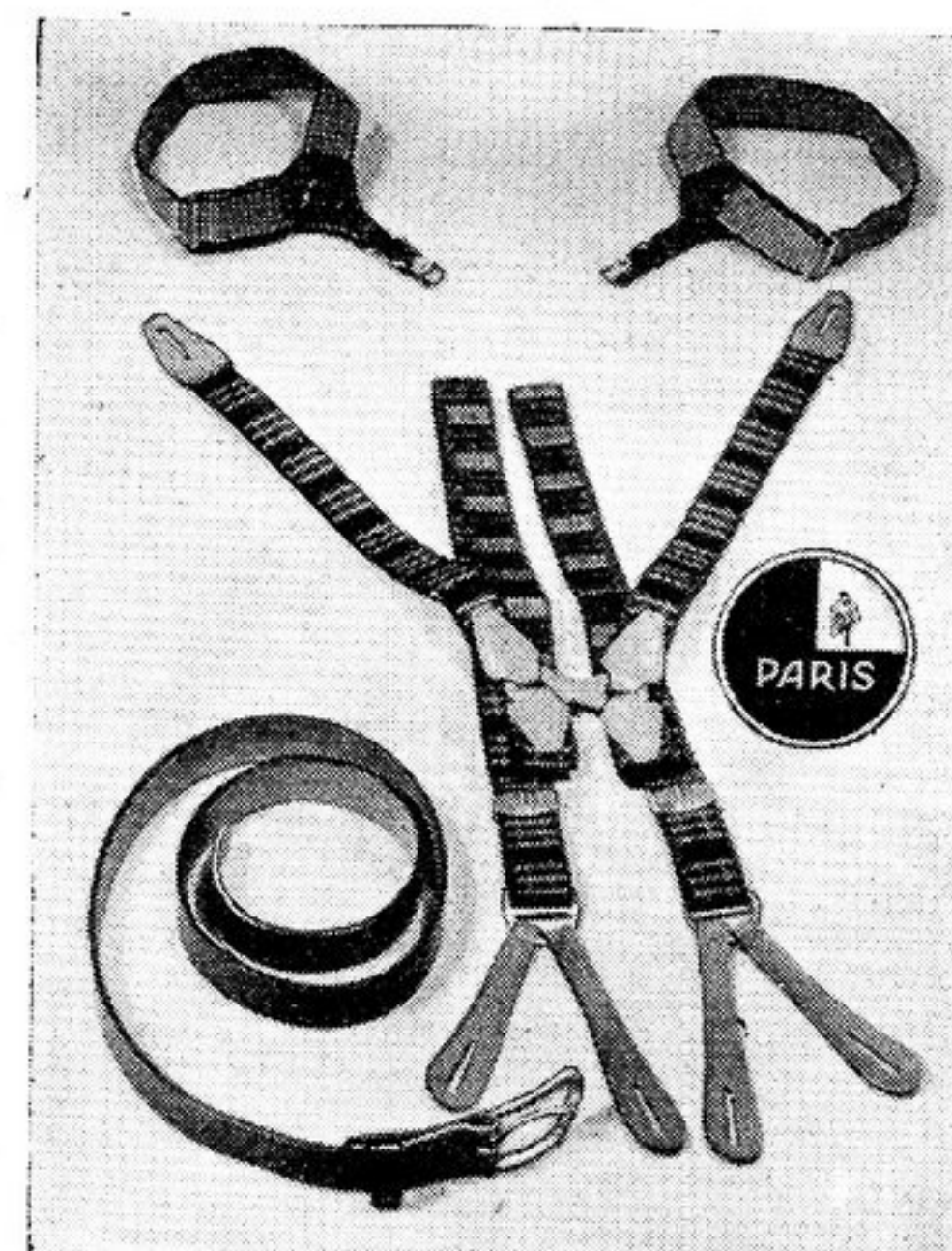
Black, Navy, Wine.

2381—State color \$6.50

A gay cheerful plaid in colors that will blend with any costume. Heavy rayon-taffeta for long service. 16-rib steel frame — plastic tips. Assorted colors, handles.

Mlg. wt. 1 lb. 6 oz.

5915 \$5.00



Buy "Paris" and Know They're Right Style!

MEN'S GARTERS

Most comfortable you ever wore — so soft and easy, with no metal touching you. Light-weight "Miracle Elastic" with a stretch of over 200%. Assorted colors.

3052—Mlg. wt. 3 oz. Pr. 55¢

"FREE SWING" SUSPENDERS

"Free Swing" suspenders simply cannot skid off your shoulders — the exclusive Paris swivel-action back prevents it! Made for comfort — finest elastic and leather. Assorted colors.

3053—Mlg. wt. 5 oz. \$1.50

MAN'S LEATHER BELT

Bench-made, padded belt of supple cowhide with polished brass buckle — black or brown, sizes 30, 32, 34, 36, 38, 40, 42, 44-in. waist. For dress or sports wear.

3050—Mlg. wt. 5 oz. \$2.00



MAN'S SWEATER

Fine 100% worsted wool in tight rib knit. Six-button front. Non-sag pockets. Perfectly tailored. Reinforced elbows.

Sizes: 38, 40, 42, 44, 46. Colors: navy, maroon, heather brown.

5359—Mlg. wt. 2¼ lbs. \$5.75

Extra sizes: 48, 50, 52, in navy only. State size.

5360—Mlg. wt. 2¼ lbs. \$6.50

MEN'S SHIRTS, SHORTS

Shirts — fine combed, rib-knit, white cotton. Bound neck, armholes. Comfortable fit.

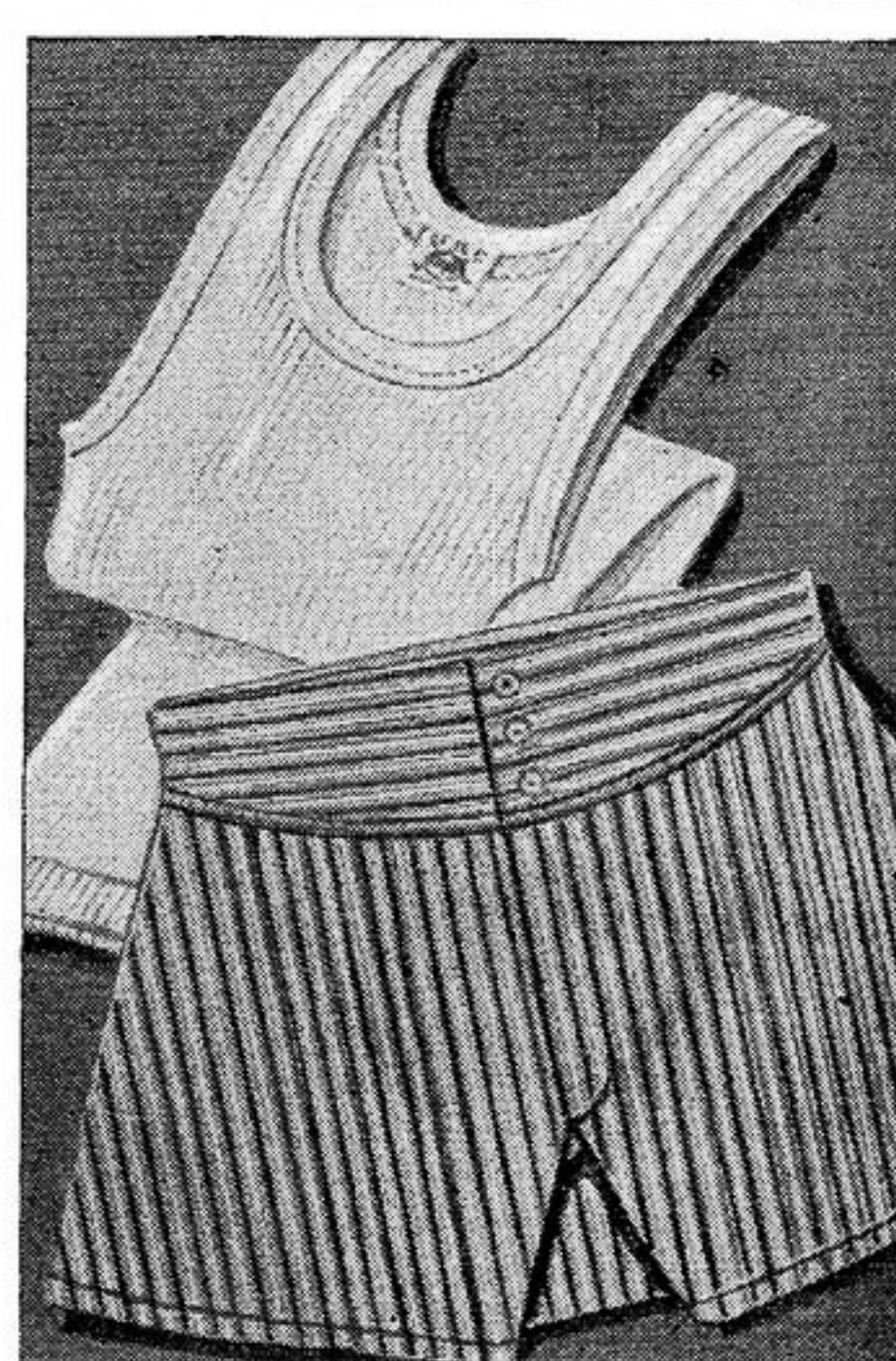
Sizes: 34, 36, 38, 40, 42, 44, 46.

7363 Mlg. wt. 5 oz. 2 for \$1.75

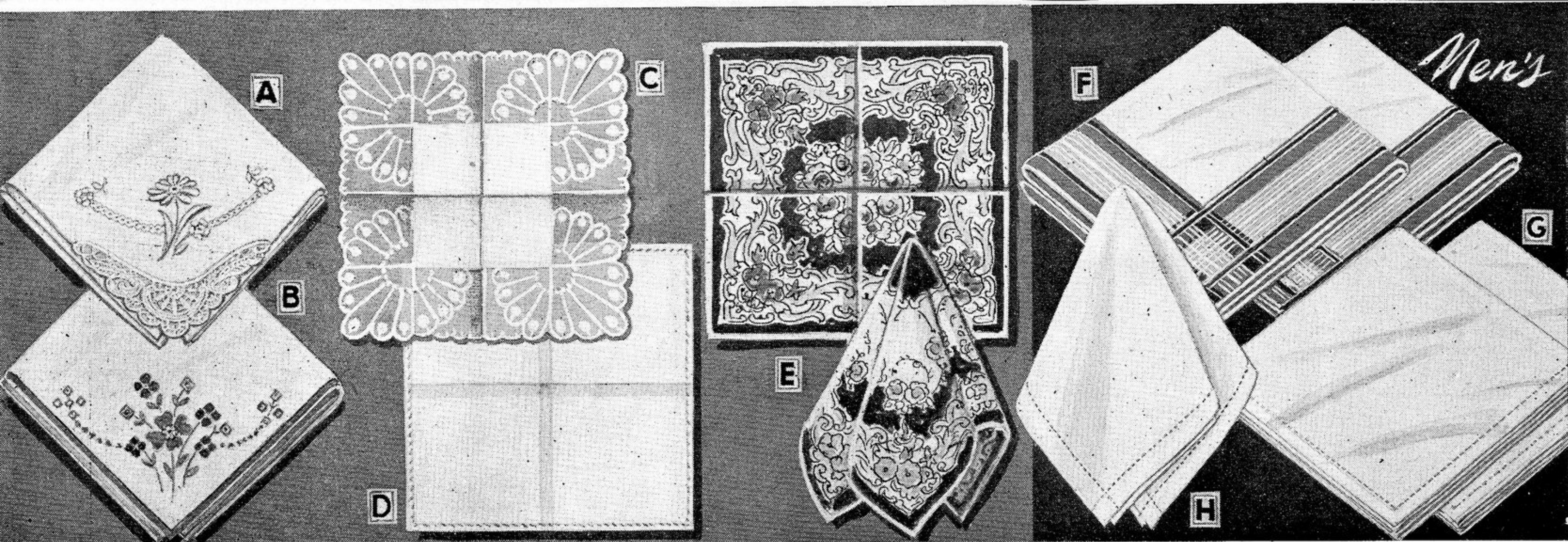
Shorts — Sanforized cotton broadcloth. Gripper-snap front. Elastic back. Colorful stripes.

Sizes: 30, 32, 34, 36, 38, 40, 42, 44.

7882—Mlg. wt. 5 oz. \$1.00



See Page 33 for A. S. R. Cigarette Lighter



Women's Dainty Handkerchiefs

[A] The kind you like to own, with most attractive Venise-type lace corner medallion and embroidered motif. Fine lawn with narrow hemstitched hem. 11-in. size, all-white. Assorted designs.

3621—Mailing weight 1 oz.22¢

[B] One corner embroidered in colorful petitpoint that closely resembles hand-work — assorted designs. Color repeated in the fancy-stitched hem. Soft white lawn. About 11½ in. square.

7776—Mailing weight 1 oz.29¢

[C] A "dress up" handkerchief you'll want for very best or for some bride-to-be. It's exquisite! Beautiful white linen with finest of filmy Swiss-type lace. About 11 in. square.

5488—Mailing weight 1 oz.65¢

[D] Preferred by many as it is with hand-rolled hem, but doubly pretty if lace, tatting, or crocheted edging is added. Soft, fine, white lawn, about 12 in. square.

7976—Mlg. wt. 2 oz.6 for \$1.00

[E] Precious prints in softest colorings on white lawn. Truly beautiful, with their tiny hand-rolled edges. Color-fast — about 12 in. square. Assorted designs and colorings. Remember these next time you're gift shopping.

2907—Mlg. wt. 2 oz.2 for 49¢

Men's Handkerchiefs

[F] Colorful cord borders on soft, fine, white lawn — assorted designs and colors. About 17 in. square, with narrow hem.

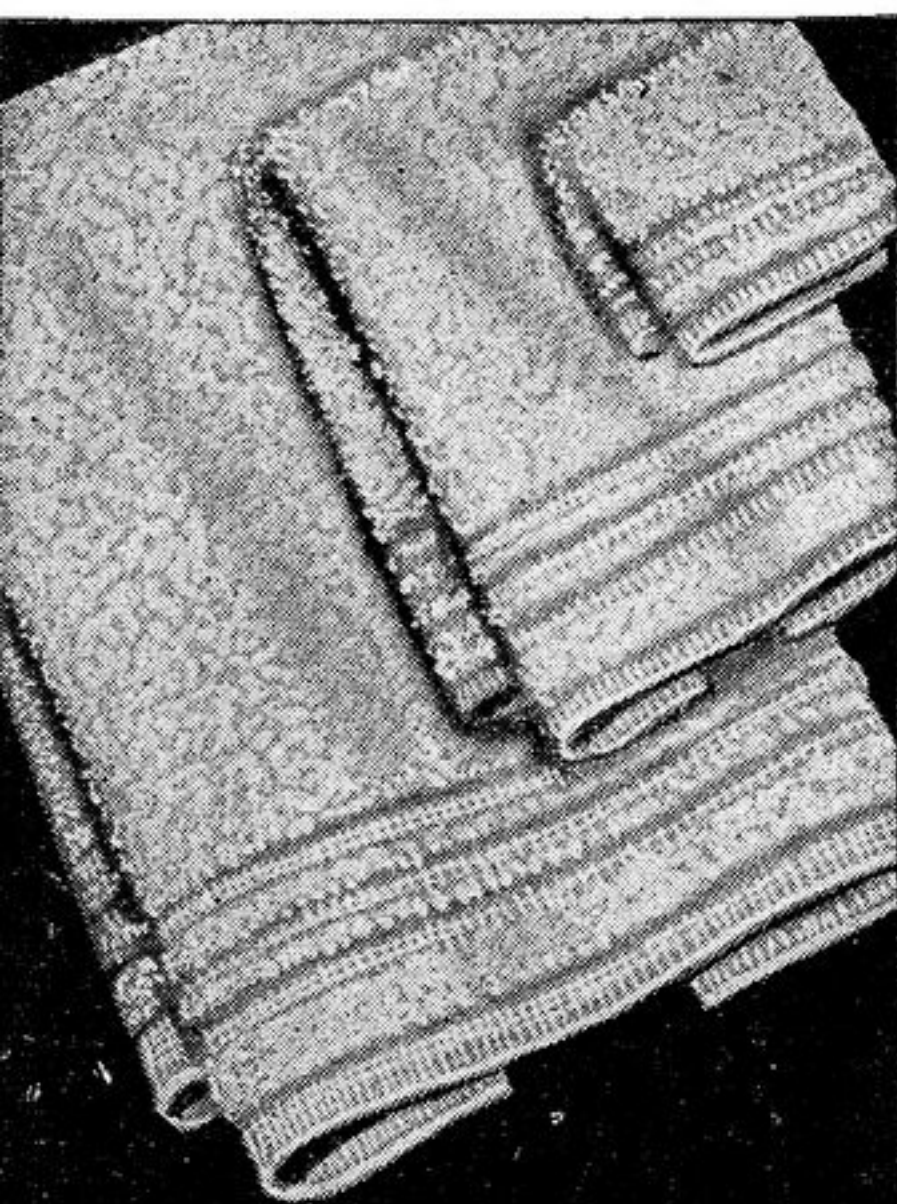
1450—Mlg. wt. 2 oz.2 for 75¢

[G] 17-in. white lawn handkerchiefs are just what a man wants for everyday use — most any man would like a half dozen or so. ¼-in. hemstitched hem.

5135—Mlg. wt. 2 oz.2 for 59¢

[H] All-white Irish linen. Hemstitched hem — wonderfully fine, soft quality men like. 16¼-in. size . . . what man couldn't use several of them?

3599—Mlg. wt. 2 oz.50¢



THIRSTY "CANNON" BATH ENSEMBLES

WITH PLAIN STRIPES. Towels and face cloths to match! All of sponge-thirsty white cotton terry with colorful striped borders. Good, strong underweave insures extra-long service. Buy the sizes you want — the colors you want — and make up your own ensembles.

Border colors are tub-fast — blue, gold, green, or pink. State color.

6273—Bath Towel59¢

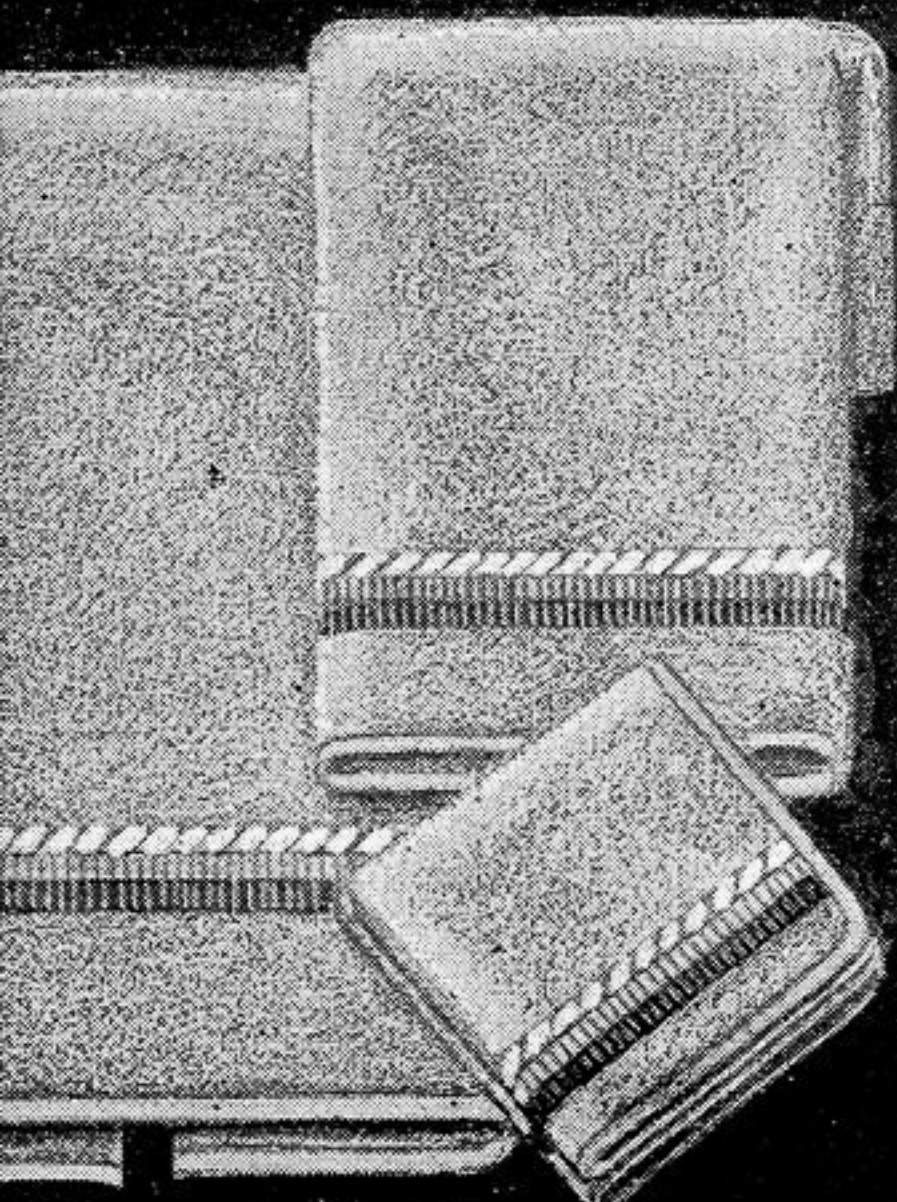
20 x 40-in. Mlg. wt. 8 oz.

6272—Hand Towel.2 for 89¢

16 x 26-in. Mlg. wt. 6 oz.

6271—Face Cloths.3 for 49¢

12 x 12-in. Mlg. wt. 6 oz.



WITH ROPE STRIPES. Famous Cannon towels in two sizes with face cloths to match — soft, thirsty, heavy quality you'll like for yourself and gifts. Make up your own ensembles — mix or match your colors. White terry with corded rope stripes — rose, azure, buttermilk, green, or peach.

3072—Bath Towel95¢

22 x 44-in. Mlg. wt. 10 oz.

3071—Hand Towel55¢

16 x 27-in. Mlg. wt. 8 oz.

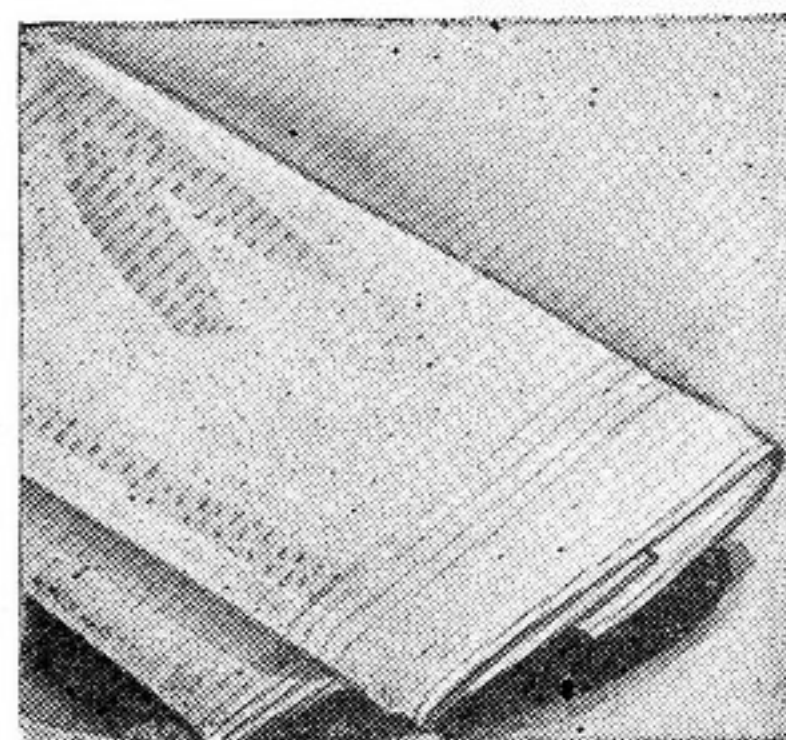
3070—Face Cloths.2 for 55¢

12 x 12-in. Mlg. wt. 6 oz.

DISH CLOTHS

Extra large — used for dish- or utility-cloths. Lockstitch woven of firm cotton yarns. Absorbent, quick drying. Lockstitched edges resist raveling and tearing. Bright wash-fast colored stripes. Size about 15 x 18½ in.

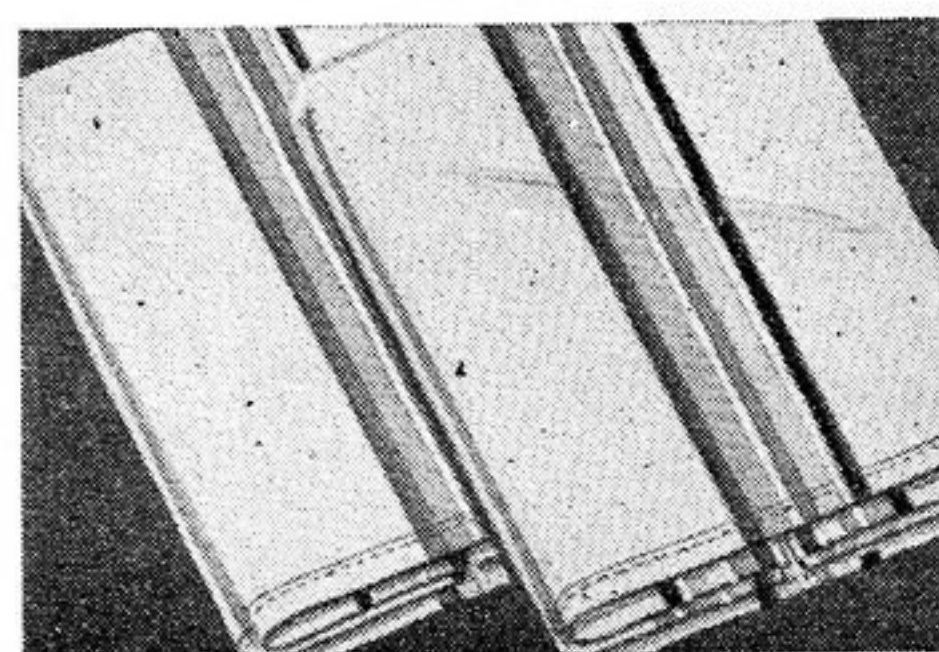
6729—Mlg. wt. 5 oz.3 for 45¢



"CANNON" HUCK HAND TOWELS

Fine quality, bleached white cotton huck that will go through repeated washings and give extra-long service. Satin-weave border-stripes. Very absorbent, smooth and kind to tender skins. Size 18 x 36 in. Mlg. wt. 4 oz.

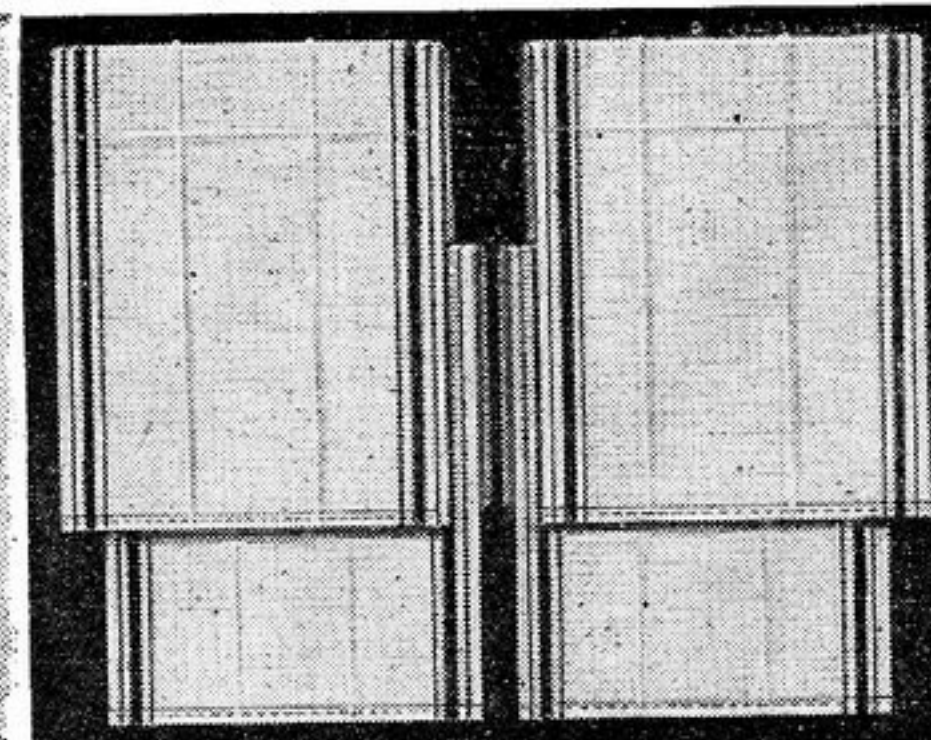
53803 for \$1.00



"CANNON" COTTON KITCHEN TOWELS

Firmly-textured, white cotton towels made by the famous Cannon Mills. Multicolor stripes. Wash-fast colors — for "color in your kitchen." Tightly-woven selvage. Hemmed. Use as dish, hand, or utility towels. 17 x 32-in. size. Mlg. wt. 8 oz.

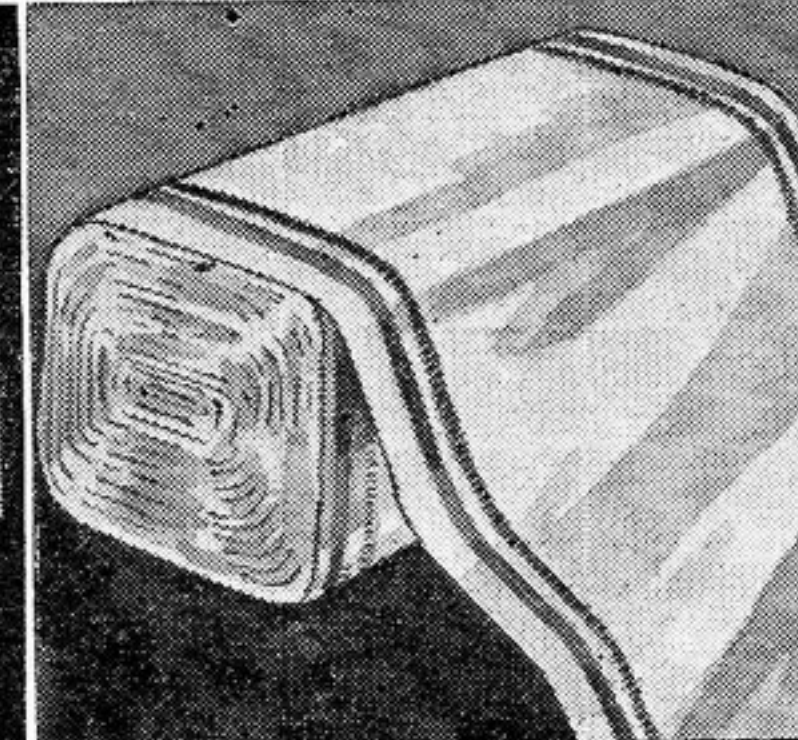
46992 for 65¢



"STARTEX" KITCHEN TOWELS

25% linen — 75% cotton. Wonderfully absorbent, soft, attractive. About 17 in. wide, 33 in. long. These thirsty towels with their colorful borders are perfect for dishes and all kitchen use. Wrapped in pliofilm for which you'll find many uses. Mlg. wt. 1 lb.

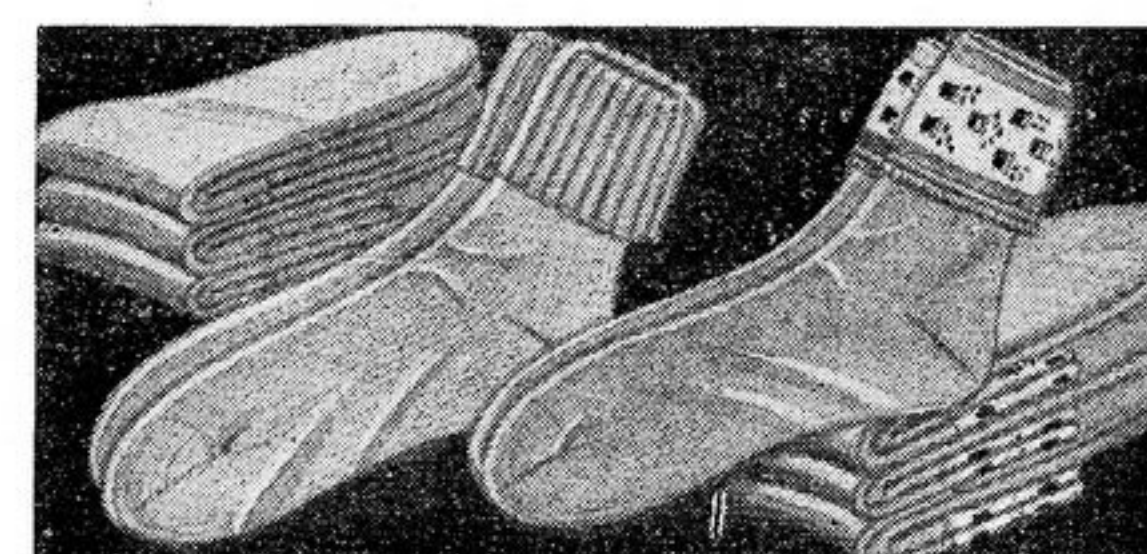
31414 for \$1.55



KITCHEN TOWELING

The kind you want for roller, hand, and dish towels! Firmly woven, medium-weight cotton twill, bleached white. 17 in. wide, with tub-fast bright-red border. Firm selvage. You'll want a good supply of this soft, absorbent toweling. Mlg. wt. 6 oz. per yard.

5387Yard, 25¢



INFANTS' ANKLETS

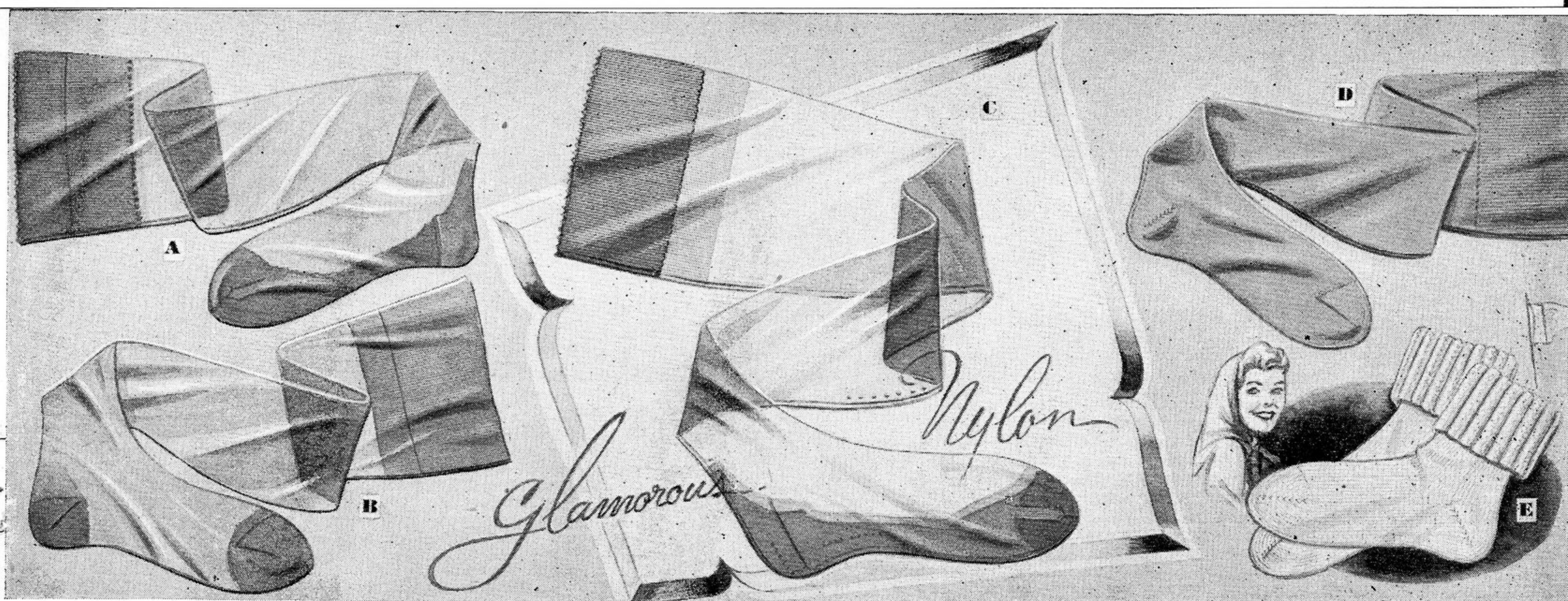
Finely knit of soft, combed lisle — ribbed cuffs. Pink, blue, maize, white. Sizes 4, 4½, 5, 5½, 6, 6½. State size and color. Mlg. wt. 5 oz.

2353.3 prs. \$1.00

CHILDREN'S ANKLETS

Fine mercerized cotton; colorful design in cuff. Sizes 7, 7½, 8, 8½, in assorted pastels. Mlg. wt. 5 oz.

3749.3 prs. \$1.15



Women's Hosiery . . . for Everyday and Dress Wear

[A] Full-fashioned Sheer-sheer Nylon. Those extra-sheer, 51-gauge you like for dress wear. Dupont nylon from top to toe — 30 denier. Double garter top; reinforced feet. Medium-beige. Sizes: 9, 9½, 10, 10½. State size.

4121—Mlg. wt. 2 oz. Pair, **\$1.85**

[B] Seamless Nylon — finely knit on 400 needles — 30 denier. Nylon from top to toe, with reinforced heels and toes. Popular beige tone that looks well with all costumes. Snug fitting. Sizes: 9, 9½, 10, 10½. State size.

3624—Mlg. wt. 2 oz. Pair, **\$1.19**

[C] Full-fashioned Sheer Nylon. Exquisitely sheer, 30 denier, closely knit. Dupont Nylon from top to toe—double garter tops, reinforced feet with narrow French heels.

A grand quality that tends to be snag-resistant and give extra-long wear. Launder easily—dry in a jiffy. Medium-beige only. This is the nylon hose you will want for business and all general wear — many will find it sufficiently sheer for dress wear, too. 45-gauge.

Sizes: 9, 9½, 10, 10½. State size.

5914—Mlg. wt. 2 oz. Pair, **\$1.29**

[D] Mercerized Cotton.

Good quality, full-fashioned, with smooth, lustrous appearance — no fuzziness. Knit to fit. Sole is seamless. Reinforced feet. Comfortable, stretchy, double garter tops. Neutral beige only. Mlg. wt. 4 oz. Sizes: 9, 9½, 10, 10½. State size.

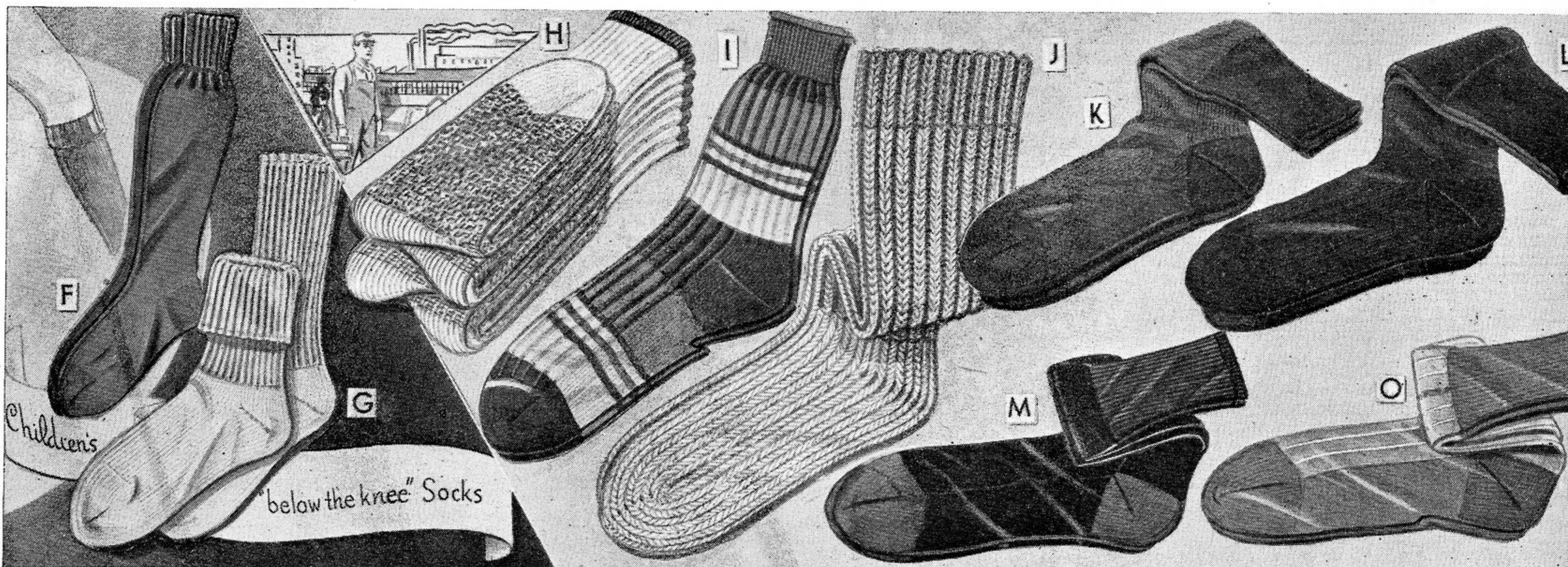
7375 Pair, **59¢**

BOBBY SOCKS

for Women
and Teen-agers

[E] Good, sturdy cotton made for service. Smart, ribbed, turn-down cuff. Reinforced heels and toes. In colors to match sweaters. Mlg. wt. 6 oz. Sizes: 8, 8½, 9, 9½, 10, 10½, 11. State size.

2466 3 Pairs **\$1.19**



BELOW-THE-KNEE SOCKS

[F] Children's—made of full mercerized cotton, knit to fit legs closely. Elastic tops. Cordovan brown, dark green, navy, maroon, royal blue, red. Sizes 6 to 9½. State color and size. Mlg. wt. 7 oz.

7483 3 Pairs **\$1.10**

[G] Boys' and Girls' Crew Socks. 50% wool, 50% cotton. Heels and toes reinforced. Rib-knit tops. In colors to match sweaters. Sizes 8 to 11. State color and size. Mlg. wt. 3 oz.

7254 Pair, **49¢**

[H] Men's Work Socks. Durable cotton yarns in blue or tan "salt and pepper" mixture. White ribbed tops. Heels and toes reinforced. Sizes: Small, medium, large. State size.

5437 Mlg. wt. 12 oz. . . 4 Prs. **\$1.10**

[I] Men's, Boys' Slack Socks. Blazer stripes brilliant with color. Fine, mercerized cotton in fancy-rib knit. Most comfortable—elastic top. Mlg. wt. 8 oz.

3039—Boys' 3 Prs. **\$1.35**

Sizes: 8, 8½, 9, 9½, 10, 10½. State size.

5385—Men's 3 Prs. **\$1.35**

Sizes: 10, 10½, 11, 11½, 12. State size.

QUALITY HOSE for Men and Boys

[J] Men's Seamless Boot Socks — 20-in. for hi-cuts. Extra heavy. 45% wool, 30% cotton, 25% rayon. Ribbed. Snug ankle — reinforced heels, toes. Large size only. Gray or white with red tops. State color.

1983—Mlg. wt. 8 oz. . . . Pair, **89¢**

[K] Men's Part-wool. Fine gauge, dress weight, 50% wool, 50% cotton. Toes and heels reinforced. Regular length, ribbed tops. Navy, black, cordovan-brown, maroon, oxford gray. Sizes: 10½, 11, 11½, 12, 13. State size, color.

6250 Mlg. wt. 6 oz. . . . 2 Prs. **\$1.19**

[L] Men's Double Duty Hose. Combed cotton yarns—sturdy. Reinforced heels, toes. Ribbed tops. Black, cordovan, navy, gray. Sizes: 10½, 11, 11½, 12, 13. State size and color.

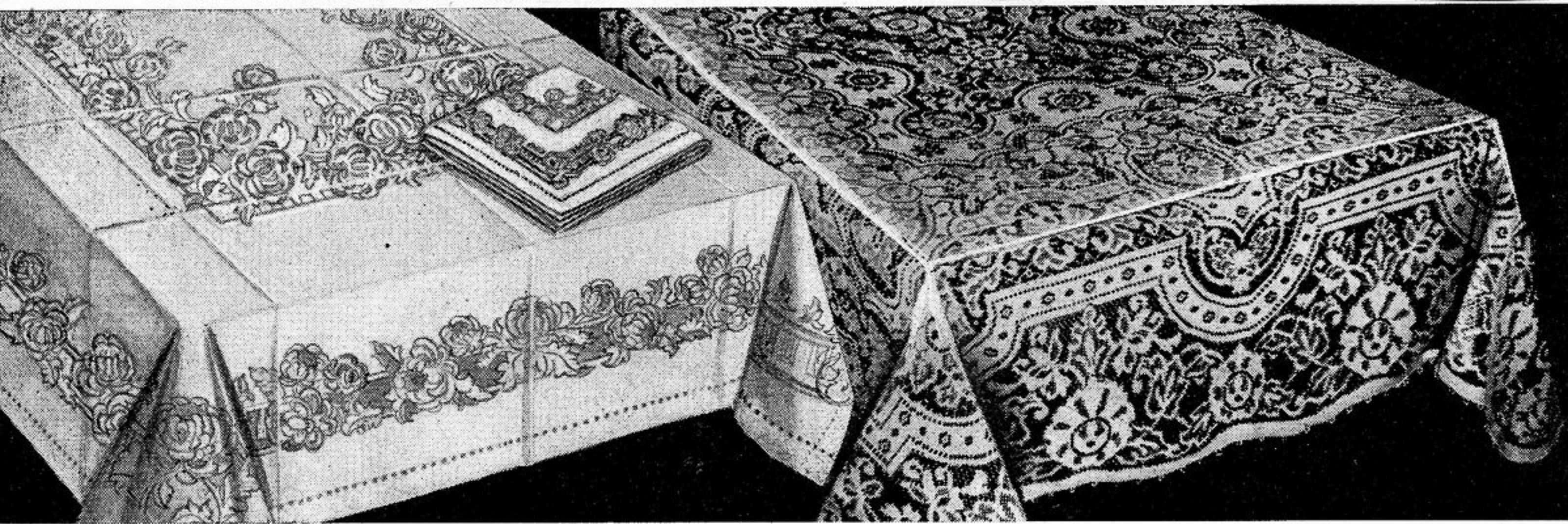
6329 Mlg. wt. 6 oz. . . . 3 Prs. **\$1.10**

[M] Men's Dress Socks. Laundry-tested Rayon. Cotton tops—Nylon-reinforced feet, heels, toes. Black, brown, maroon, navy. Sizes 10, 10½, 11, 11½, 12. State color, size.

3532 Mlg. wt. 8 oz. . . 3 Prs. **\$1.65**

[O] Men's Dress Socks. Medium-weight rayon-and-cotton. Assorted patterns. Ribbed tops. Heels, toes cotton-reinforced. Brown, maroon, navy, black. Sizes 10½, 11, 11½, 12. State size, color.

1850 Mlg. wt. 6 oz. . . 3 Prs. **\$1.00**



IRISH LINEN DINNER SET

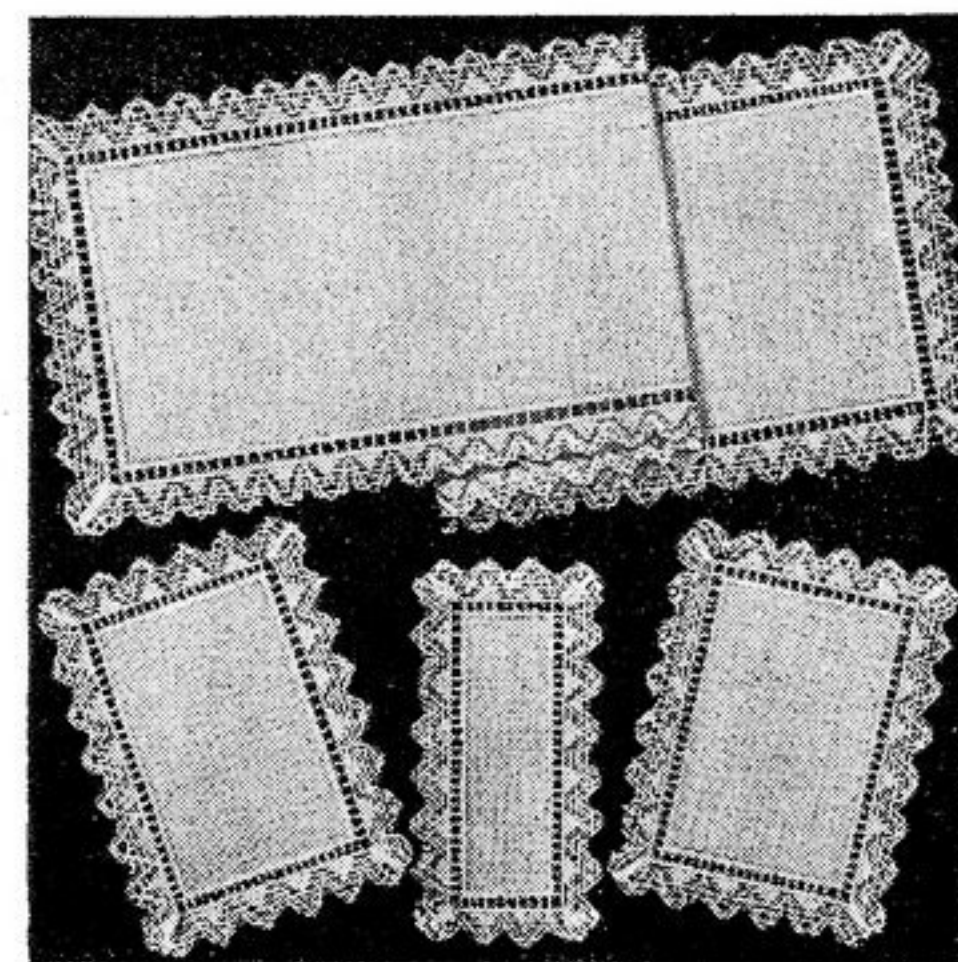
How good to get imported, pure linen again and in such exquisite patterns! Whether you want it for yourself or a gift, you'll adore these graceful floral designs (assorted) that make such a perfect setting for one's best china and silver. A very fine quality that seemingly grows lovelier with each laundering. Hemstitched hems. 64 x 84-in. tablecloth, 16 x 16-in. napkins. White only — still the favorite for "better" linens. Mlg. wt. 3 1/4 lbs.

6269—Tablecloth and 8 Napkins\$22.50

FILET LACE—for Cloth or Cover

Delicately woven filet lace in intricate floral pattern — resembles fine hand-work. Of such exceptional quality — so strong and durable — you'll use it as a dress-up cover between meals, a tablecloth when you want to impress dinner guests. Does not wrinkle easily — and when this soft Ecru lace soils, just "suds it out," dry it on your curtain stretchers and it's ready to go back into service. Beautifully-scalloped, corded, picot edge. Size: 72 x 90 in.

3133—Mlg. wt. 1 lb. 14 oz.\$6.50



MATCHING LINEN SCARF AND VANITY SET

Specially-fine, pure linen with attractive, 2-in., Cluny-type, rayon lace — rich deep-cream color. A quality you will appreciate for your own use and be proud to present as gifts. Vanity Set includes one 6 x 12-in. and two 9 x 12-in. doilies.

5391—14 x 36-in. Scarf...\$1.20

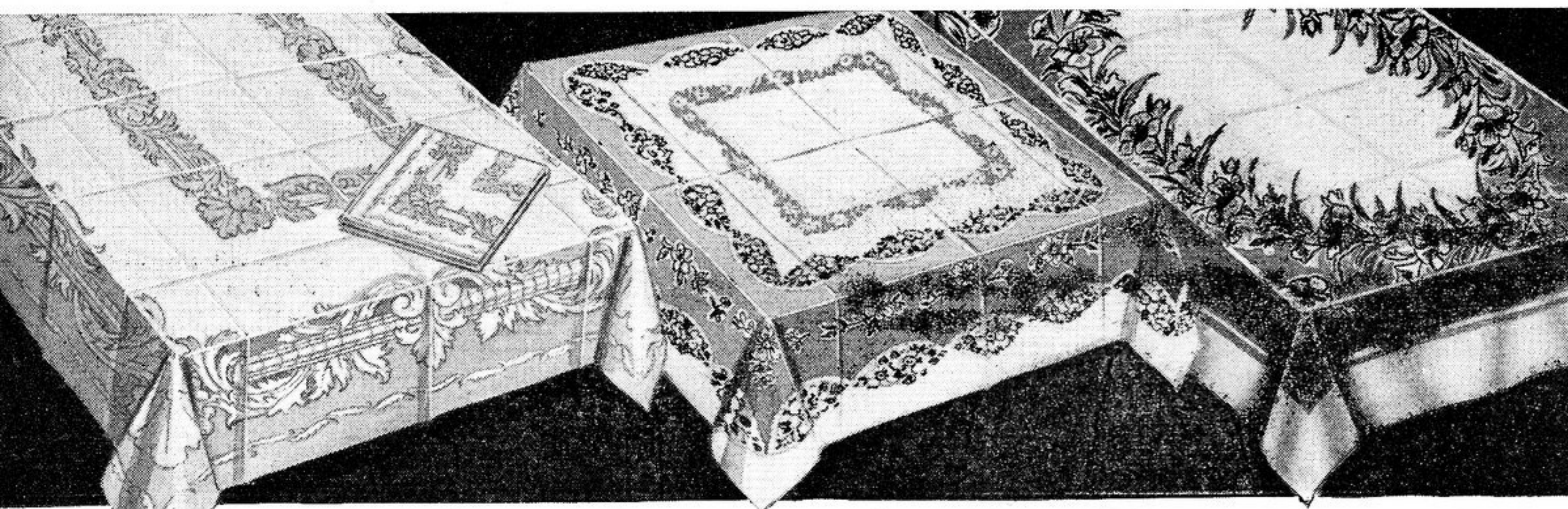
Mlg. wt. 5 oz.

5392—14 x 45-in. Scarf...\$1.35

Mlg. wt. 5 oz.

5393—3-pc. Vanity Set...\$1.35

Mlg. wt. 5 oz.



COTTON DAMASK DINNER SET

Permanent - finish, mercerized, extra-fine count — gives it that wonderful lustre that brings out the pattern so effectively. Smartly paneled and bordered, these assorted designs are favorites at first sight. Snowy-white, 64 x 88-in. tablecloth and eight 18 x 18-in. napkins. Hemmed.

5496—Mlg. wt. 3 lbs.....\$10.50

GAY PRINTS ---for Mealtime Cheer

(Above) Luncheon or breakfast cloth of soft, all-cotton Junior Sailcloth so universally preferred because of its exceptional wearing qualities — its tubbing perfection. Color-fast and a joy to behold—assorted colors on white.

5136—52 x 52-in.\$2.45

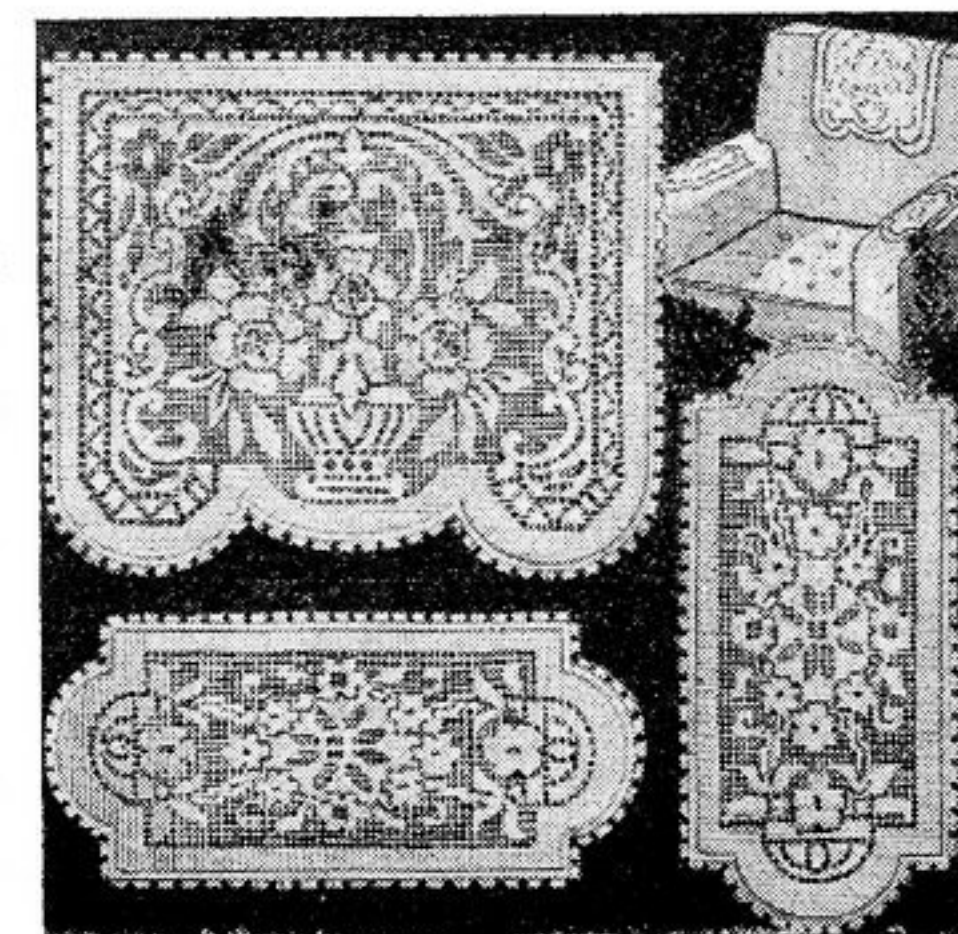
Mlg. wt. 1 lb.

5147—52 x 68-in.\$3.25

Mlg. wt. 1 1/4 lbs.

(Above) "Color-Fornia" Luncheon Cloth, 50% rayon, 50% cotton — "Mirador" cloth. Luxuriously soft, with a sheen that adds richness and beauty — assorted patterns in softly muted colors on white. Fast colors hand-printed in California, by American craftsmen. Pre-laundered. Approximately 52 x 52 in. Hemmed.

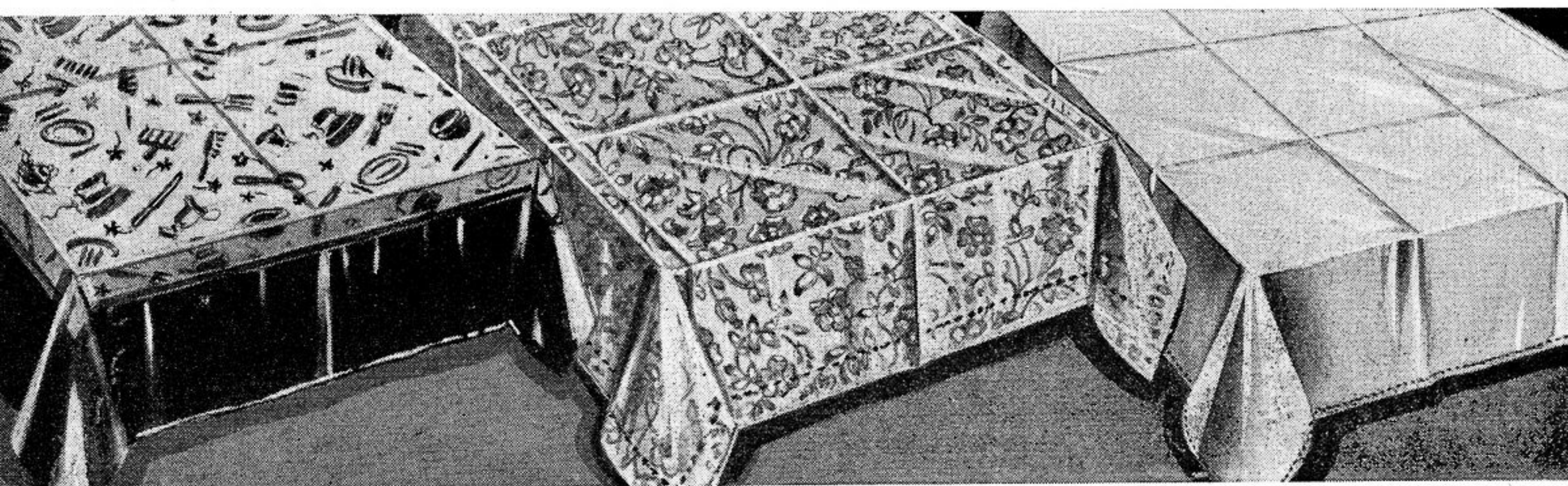
3127—Mlg. wt. 1 lb.\$2.75



RAYON FILET LACE CHAIR-BACK SET

As charming as any we have ever seen! Remember it next time you're choosing an inexpensive gift. All three pieces are ecru rayon lace — rich-looking filet type that wears so well and lends itself so effectively to such intricate designs. Chair-back doily is 15 x 17-in. and the arm doilies are 7 x 16-in.

5134—Mlg. wt. 3 oz.\$1.45



Save Time ---Energy ---Expense! PLASTIC TABLECLOTHS

Water-proof! Stain-proof! Easy to Clean! Always Ready for Instant Service!

FIRESTONE VELON PLASTIC that will not stiffen or crack. To clean, wipe with damp cloth. Various pieces of kitchen ware printed in bright color on white — matching solid-color border. Use over fabric cloth to save laundering. Cut size: 54 x 54 in. COLORS: Blue, Green, or Red. State color.

7272—Mlg. wt. 10 oz.\$2.00

"PLASTOLYN" — plastic with the beauty of linen and protective, soft, fleece back. Will not crack or peel and tests prove severest hot and cold weather have no effect upon it. Wipes clean with mild soap and water. All-white with embossed, floral design. Hemstitched-hem effect. 54 x 54-in. size.

2399—Mlg. wt. 2 lbs.\$2.60

"CRYSTALLINE" — plastic film with silver sheen. Covers and protects your pretty fabric tablecloths but never detracts from their beauty, due to its great transparency. Very durable, pliable — neatly finished. Wipes clean with damp cloth. Mlg. wt. 6 oz.

7486—Size 54 x 54 in.50¢

7359—Size 54 x 72 in.70¢

7769—Size 54 x 108 in.\$1.00



"MASSLINN" NAPKINS

Non-woven Fabric — Not Paper!
Re-useable! Rinsable!

Brand new! Not spun — not woven — far softer than cloth! Cotton and rayon fibres bound together in unique manner. Use over and over — crumpled, they smooth out again — will not "wad" or slip off your lap. Rinse out to use as dust-cloths, etc. Luncheon size. White, with design in rose, pink and raspberry. Mlg. wt. 4 oz.

1948 Package of 12, 39¢

"GENERAL ELECTRIC" VACUUM CLEANER

FAST! THOROUGH! ECONOMICAL!



Motor-Driven Brush

Headlight Spots Dirt in Dark Corners

Adjustable to Rug Thickness

Powerful beating and sweeping action whisks away dirt and dust — gets down to deeply embedded dirt.

Accordion-Top Bag opens wide at top for quick, easy emptying.

Dust-Dirt Trap holds dust and dirt in bag during use. No spilling or "leaking."

Toe-Tip Nozzle Regulator adjusts to any rug thickness for thorough cleaning. No need to stoop to regulate.

High-Speed Beater and Regulator loosens deep-down dirt evenly.

Finger-Tip Switch flips down for quick, easy starting.

Toe-Tip Tilt Lock permits balanced tilting of cleaner for combing, brushing rug fringe.

High-Speed G-E Motor air-cooled by separate fan. Bearings need no oiling.

Dirt-Spotter Light lights up area you are cleaning. Fine for dark corners.

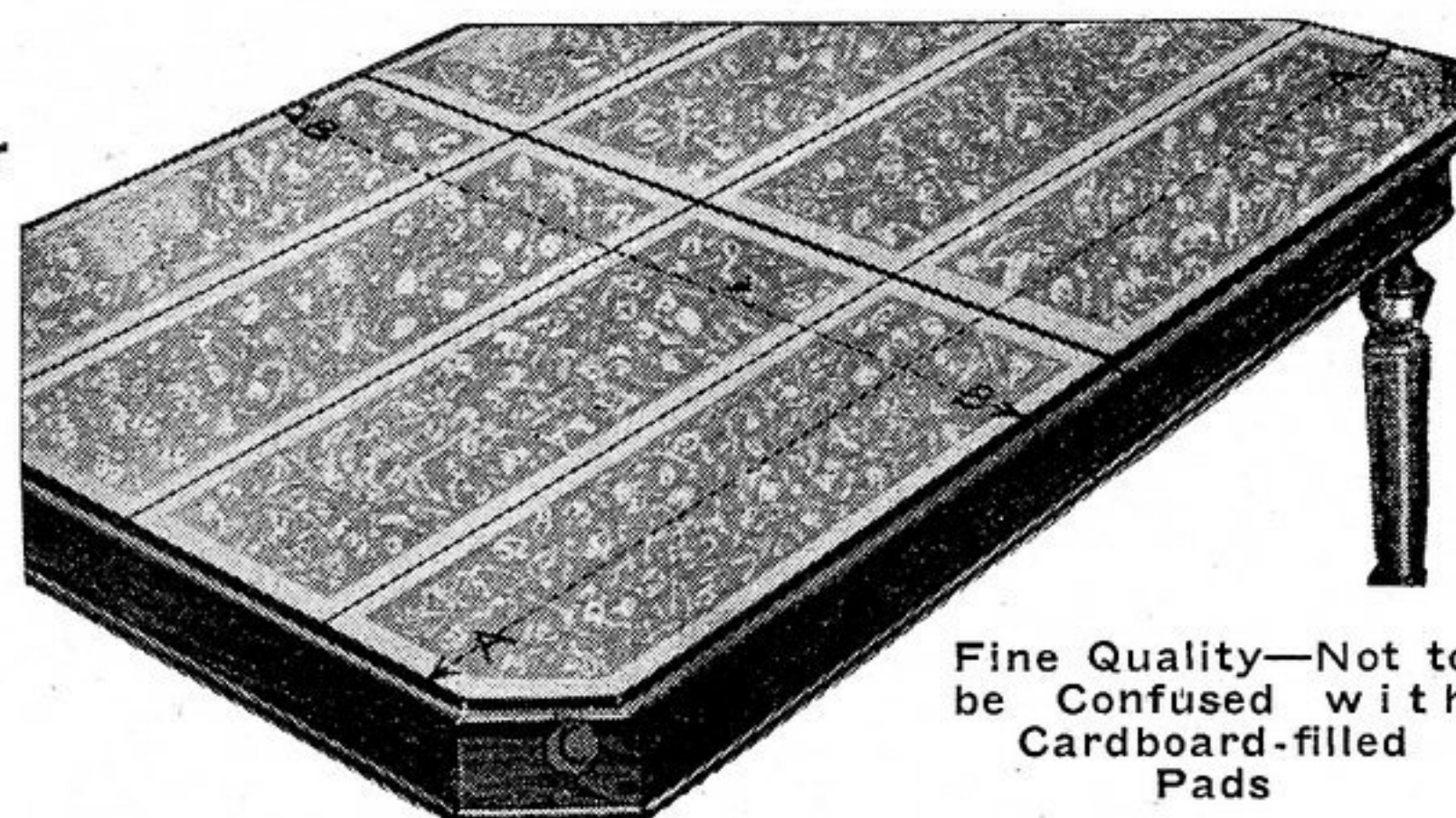
Breeze through your house-cleaning with this fast, economical cleaner, made by General Electric.

2463 Postpaid \$53.25

Made-to-Order

TABLE PADS

and Extra Leaves



Fine Quality—Not to be Confused with Cardboard-filled Pads

The finest protection known, and made to really fit. New, finer quality pads and leaves with waterproof, Pyroxalin-coated top covering — attractive patterns in white or walnut color. Easy to clean. Table-side covering of fine quality felt — protects the finish of your table. Filled with five layers of kapok, asbestos, kapok felt. 4-fold style — folds compactly to fit buffet drawer.

GIVE MEASUREMENTS WHEN ORDERING

If table is round, give diameter.

If table is square or oblong, give measurements A and B as pictured. If corners are rounded or irregular, send paper pattern showing exact size and shape of corners.

If table is oval, send paper pattern of one-half of top.

Pads are for tables up to 64 in. long, in any width.

For leaves, give length and width.. Not furnished over 12 in. wide.

Do not include bevel edge in measurement.

Choice of: White or Walnut-color Top Covering.

Shipped from
Chicago, Ill.,
Cleveland, O.,
Ozone Park,
N. Y.

Item	Color	No.	Price	Mlg. Wt.
Table Pad	White	5321	\$8.50	15 lbs.
Leaf Pad	White	5322	\$2.50	2½ lbs.
Table Pad	Walnut	5323	\$8.50	15 lbs.
Leaf Pad	Walnut	5324	\$2.50	2½ lbs.

BISSELL SWEEPERS

A Bissell Sweeper with "Bisco-matic" brush action is the only sweeper that will sweep any rug, thick or thin, perfectly — even way back under beds — with absolutely no pressure on the handle.

"Bisco-matic" Brush Action — independently-acting, spring-controlled brush does not depend on handle pressure — makes all sweeping simpler, easier, more thorough.

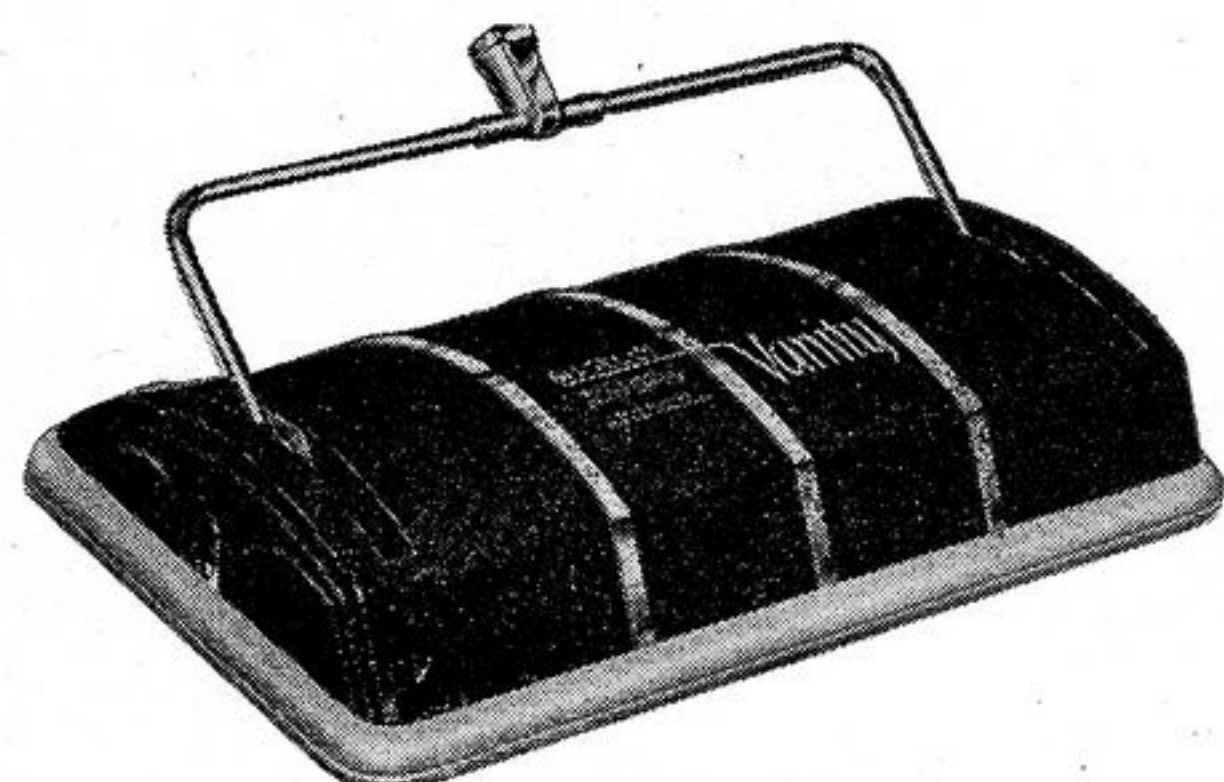
New "Flip-O-Empty" — easier way to empty dust pans. A slight pressure of the thumb opens the pans. They stay open until sweeper is completely emptied.

"Sta-Up" Handle Device — holds handle upright when not in use.

Ball bearings — for easy running.

Trouble-free Brush Cleaner with no moving parts — keeps revolving brush clean.

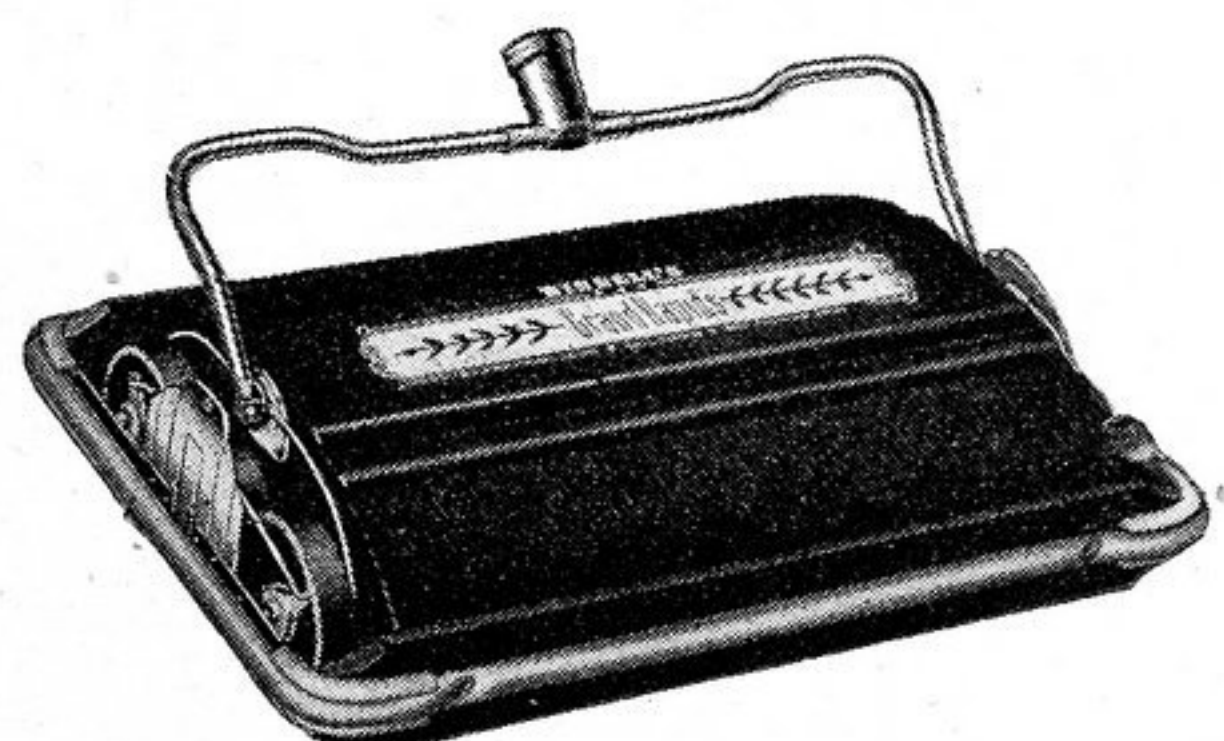
Above Features in Both Models



"VANITY"

Streamlined metal case with black enamel finish. Bright Chrome trim.

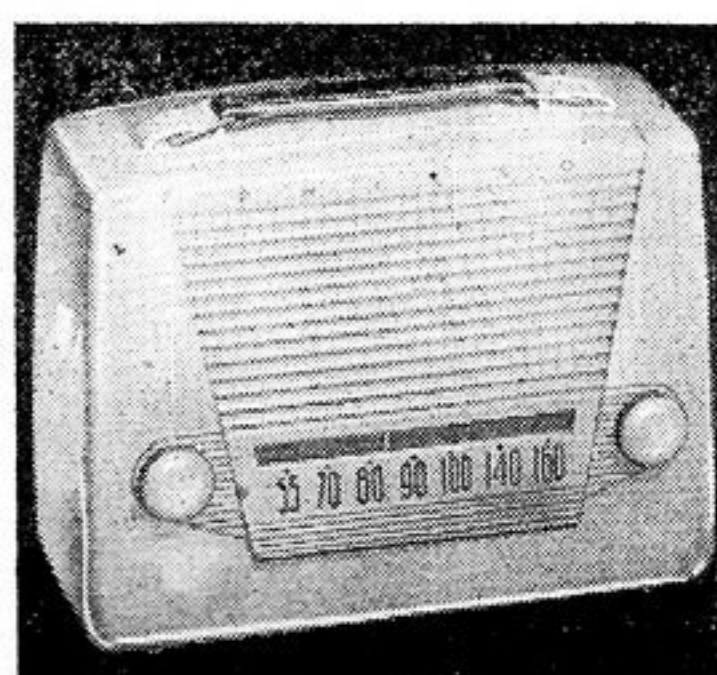
Postpaid
1883 \$8.45



"GRAND RAPIDS"

Metal case finished in brown walnut color. Smart and durable.

Postpaid
1574 \$6.95

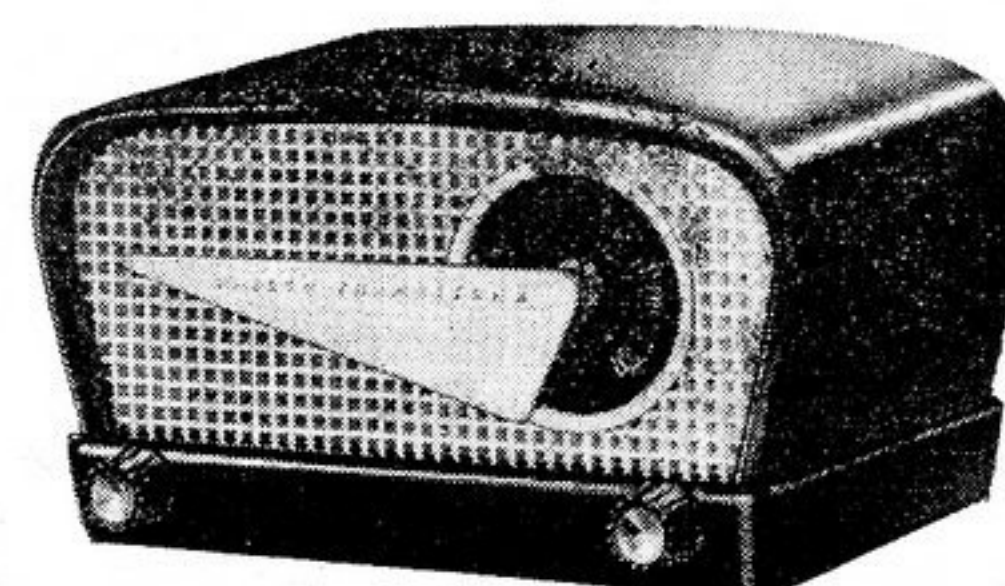


"PHILCO" PORTABLE RADIO

Operates on 115-volt A-C or D-C or Self-contained Battery

Carry it anywhere, use it in your home, outdoors, in your car. Quick push-button change-over. Starts instantly. Has four tubes plus selenium rectifier for added power and volume — for instant warm-up. Very economical. Only 10 5/16 in. wide, 7 11/16 in. high, 5 3/16 in. deep. Handsome plastic case with easy-to-read dial. Shipped complete with battery.

Maroon, Ivory, Tan, or Teal. State color.
2483 Postpaid \$34.90



"PHILCO" TABLE RADIO

Streamlined in the newest manner — in beautiful plastic case. Four tubes, plus rectifier for the ultimate in power and clarity. Built-in aerial and permanent magnet speaker. Operates on 115-volt A-C or D-C and gives equally perfect performance on all standard stations. A convenient size — 11 1/4 in. wide, 6 9/16 in. high, and 6 11/16 in. deep.

Colors: Ebony or Teal. State color.
7998 Postpaid \$27.95

You Assemble Them!

Easy as 1-2-3!

Hold Up to 24 Garments!

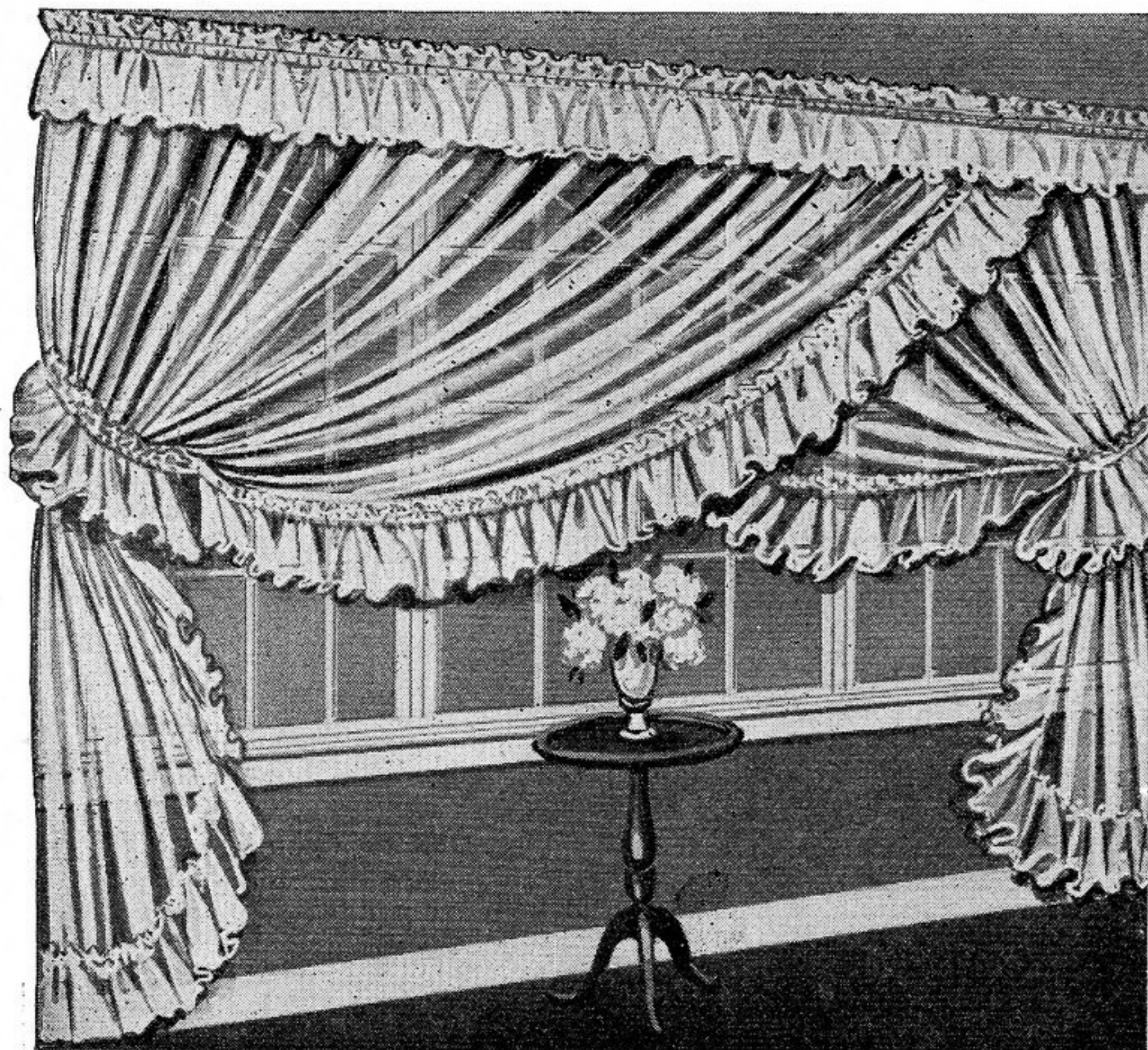


REDI-BUILT WARDROBES — with Hat Shelf

Entire front frame attached to body of wardrobe. Shipped KD. To set up, open body, attach top and bottom, insert hat shelf and wood hanger rod. Wheat-tone finish. Fibreboard body, reinforced throughout with strong wood frame. Tie rack on each metal-hinged door. Wood swivel latches, door knobs. 66 in. high, 30 in. wide, 22 in. deep. Shpg. wt. 23 lbs.

4043—Shipped K.D. \$10.00
With colorful floral-design door panels

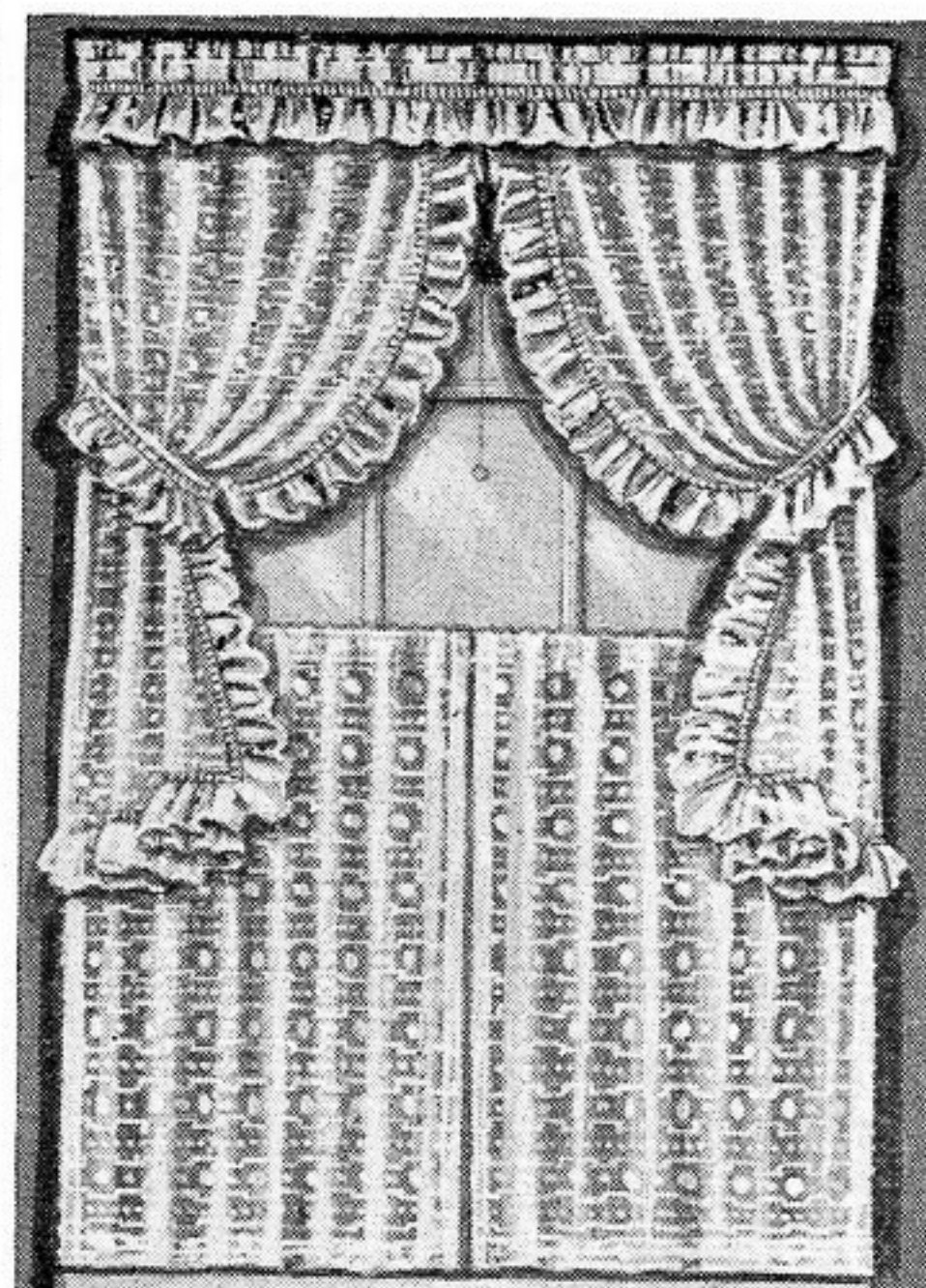
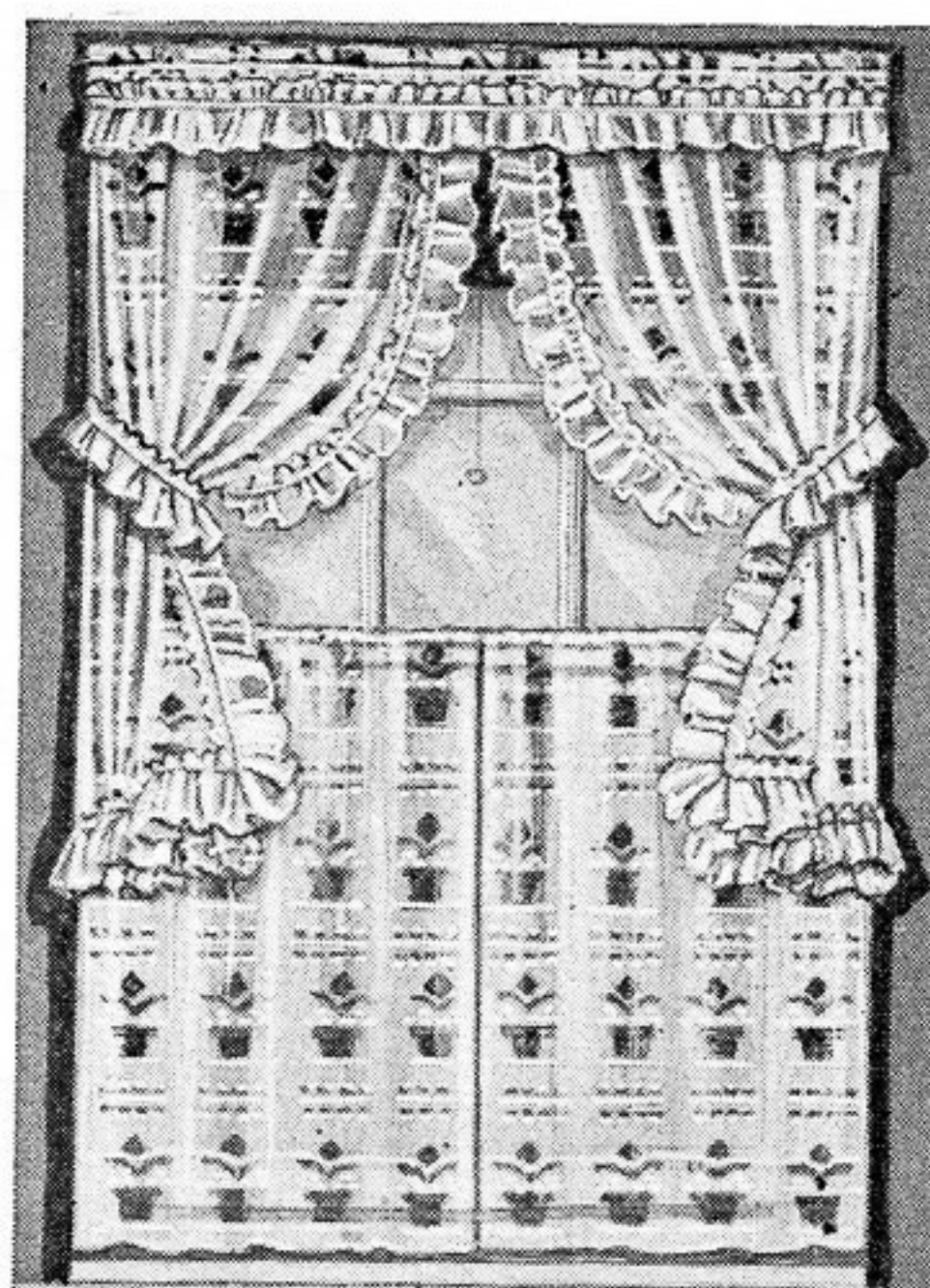
3981—Shipped K.D. \$9.50
Lovely Wheat-tone color



Glamour for your Windows!

Widths to fit all your windows . . . to hang as you wish. They're beautiful at any window — in any room. Extra sheer, superfine, white cotton marquisette with all selvages removed to insure straight hanging after laundering. Full 6-in. ruffling — headed top — tie backs. Famous Wat-A-Set finish reduces shrinkage to a minimum. Mlg. wt. 2 lbs.

4626—90 in. long. 90 in. wide to the pair\$5.75
 2470—90 in. long. 200 in. wide to the pair\$11.50
 5142—90 in. long. 290 in. wide to the pair\$16.75



COLORFUL COTTAGE SETS

White, mercerized, combed cotton marquisette with the cutest flower pots sprinkled all over. Design is woven — won't wash out. 3-in. bottom hem and 1-in. side hems finish the sash curtains. Picoted, 3½-in. headed ruffling finishes the tie-back top.

TOP: 43 in. long — 70 in. wide to the pair. SASH: 33 in. long and 64 in. wide to the pair.

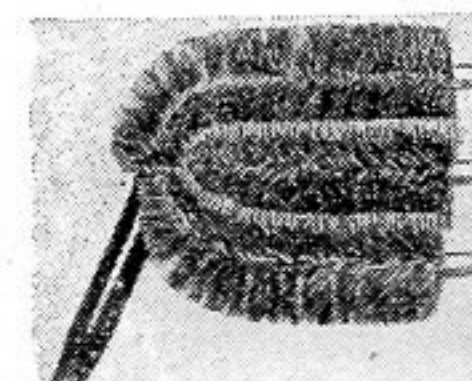
COLORS: Blue, Gold, Green, or Red. State color.

7268—Mlg. wt. 10 oz.\$4.50

A welcome change to every housewife — all-white kitchen curtains! Sheer cotton marquisette with smart, woven design. Ready to hang and they're washable. Tops, complete with tie-backs, have 2¾-in., extra-full ruffles.

TOP: 44 in. long — 66 in. wide to the pair. SASH: 36 in. long and 54 in. wide to the pair.

1452—Mlg. wt. 10 oz.\$3.95

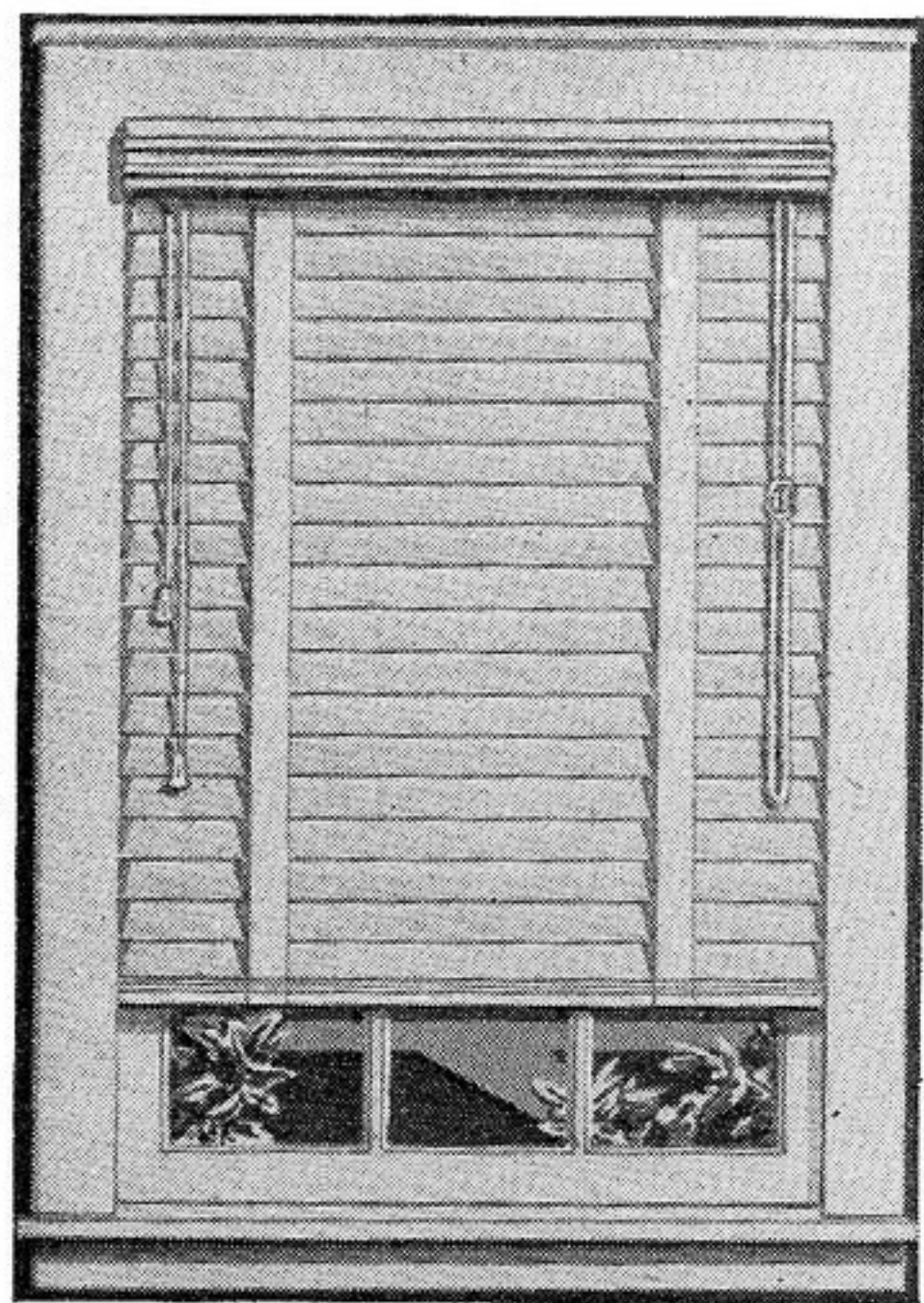


VENETIAN-BLIND BRUSH

3 rubber-tipped fingers — non-scratching! A great time- and labor-saver! Gets in between slats and cleans two at a time. Soft gray horsehair brush on 11½-in. handle.

2467—Mailing weight 14 oz.\$1.00

VENETIAN BLINDS Made to Order . . . with Removable Steel Slats



Good-looking, easy to operate, easiest to clean. Use them wherever you want to cut down glare and drafts — regulate light and air intake. Metal-enclosed head with levelor tiltor — worm-gear mechanism tilts slats as desired. Positive automatic lock holds blinds at any height. 2-in. slats of flexible, curved steel — rust-resistant, removable.

Slats and head finished in washable, baked-on, eggshell-color enamel. Duck tape in 8 colors — blue, chocolate, eggshell, black, green, mulberry, red, or natural mingled.

WHEN ORDERING — State which is Width and Length — whether INSIDE OR OUTSIDE INSTALLATION — and First and Second Choice of Tape Colors.

VENETIAN BLINDS 2591

Widths	Up to 48 in. long	Over 48-52 in. long	Over 52-56 in. long	Over 56-60 in. long	Over 60-64 in. long	Shpg. Wts.
18 to 22 in.	\$4.50	\$5.00	\$5.25	\$5.50	\$5.50	9 lbs.
Over 22 to 26 in.	5.25	5.45	5.55	5.65	5.95	10 lbs.
Over 26 to 29 in.	5.50	5.75	5.95	6.45	6.65	11 lbs.
Over 29 to 32 in.	5.75	5.95	6.45	6.95	7.50	11 lbs.
Over 32 to 36 in.	6.25	6.45	7.25	7.65	8.25	12 lbs.
Larger Sizes—37 to 110-in. widths						per Sq. Ft. 55c

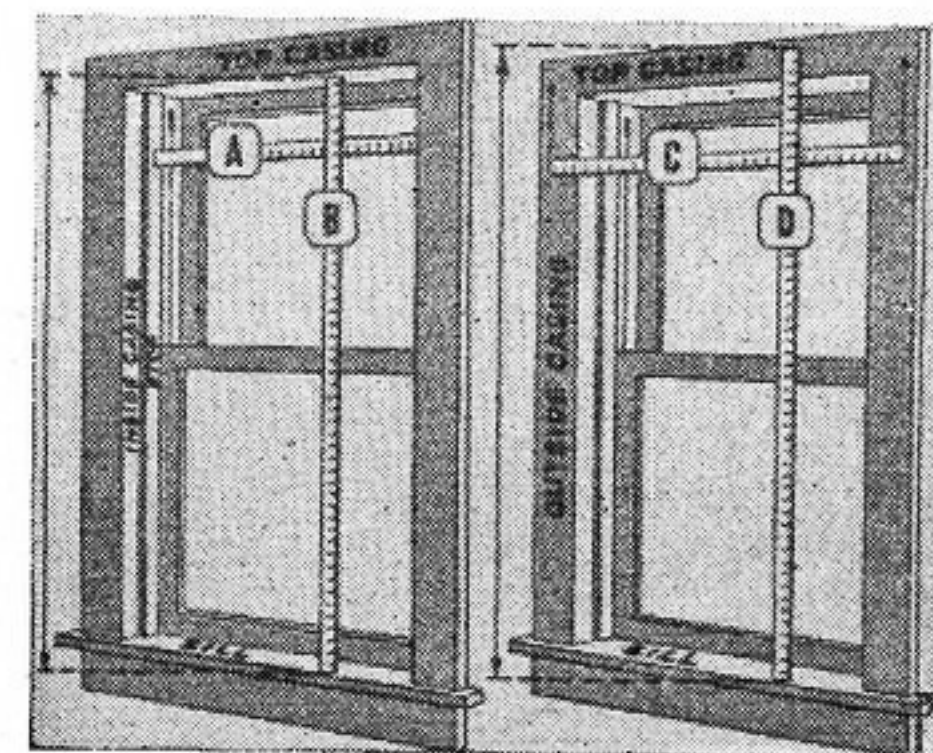
Allow 21 days time for shipment from factories at Cleveland, O., Chicago, Ill., or Ozone Park, N.Y.

IMPORTANT — Measure each window for possible variations. Be accurate—use yard stick or metal rule.

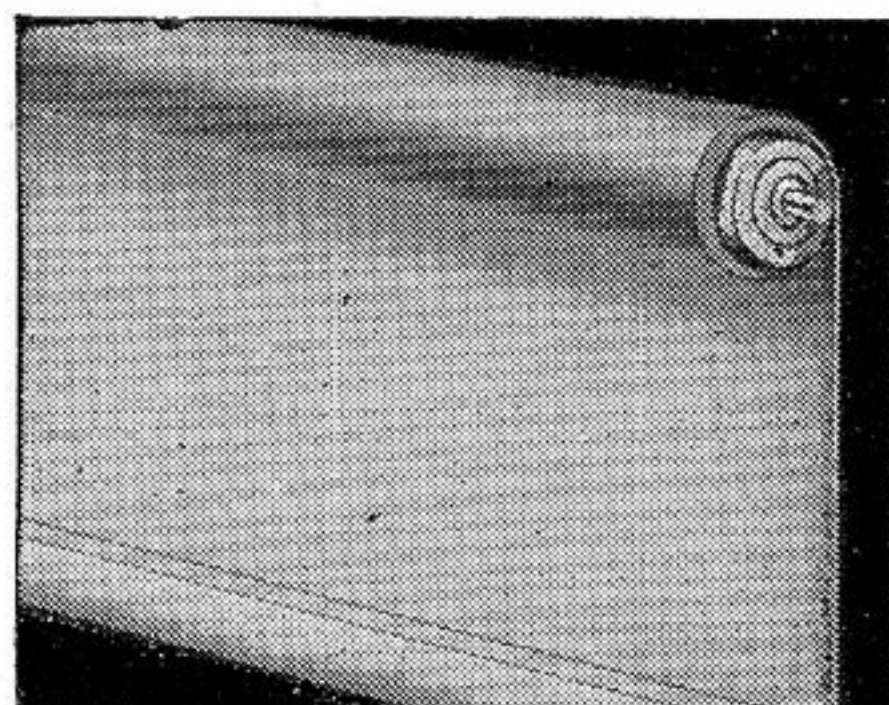
HOW TO HANG BLINDS — Hang OUTSIDE casing (face of frame) or INSIDE casing (between jambs). Inside looks better — blinds hang flush with frame.

MEASURING FOR INSIDE HANGING—See Sketch A-B below. WIDTH (A) — exact distance between points on top inside casing where brackets are to be. Allow at least one inch flat surface for brackets. LENGTH (B) — distance from top inside casing to window sill.

TO HANG OUTSIDE CASING — Sketch C-D below. WIDTH (C) — distance between points on top outside casing where brackets are to be. LENGTH (D) — distance from bracket at top to sill or desired point below.



BETTER-QUALITY CLOTH WINDOW SHADES



Oil Coated

Fine, heavy muslin double coated with pure linseed oil colors. Resistant to tearing, sunlight, wind and weather. Clings closely to roller. Hangs evenly. 36 in. wide, 6 ft. long. With roller. White, pongee, ecru, dark green. State color. Mlg. wt. 2 lbs.

7468\$1.75

Pyroxalin Coated

Closely woven for unusually long wear. Fabric base thoroughly impregnated with pyroxalin in soft, flat finish makes it water-repellent and highly resistant to cracking. Can be washed on flat surface. Standard, guaranteed roller. Good spring mechanism. 36 in. wide, 6 ft. long. White, eggshell, ecru, green.

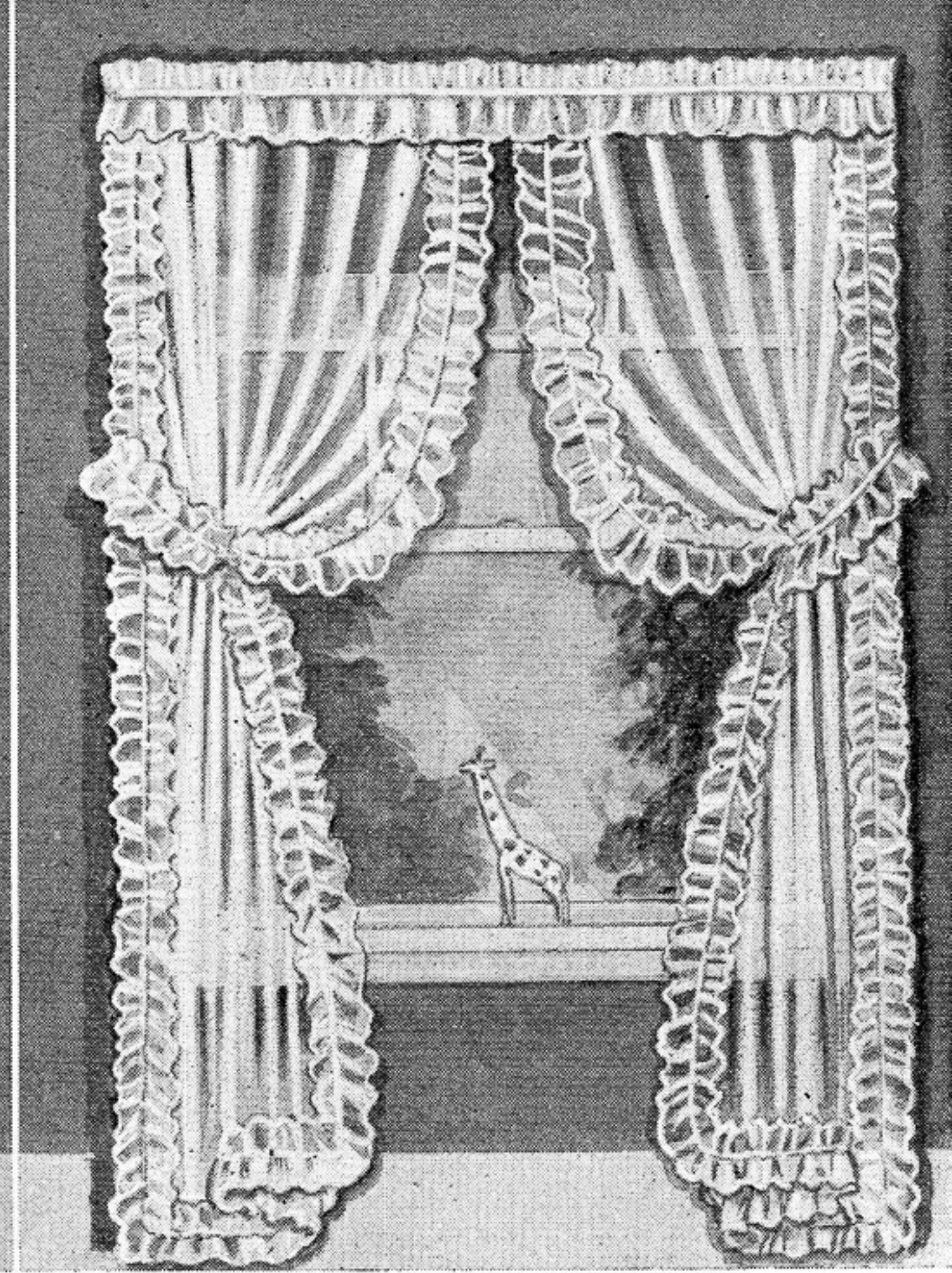
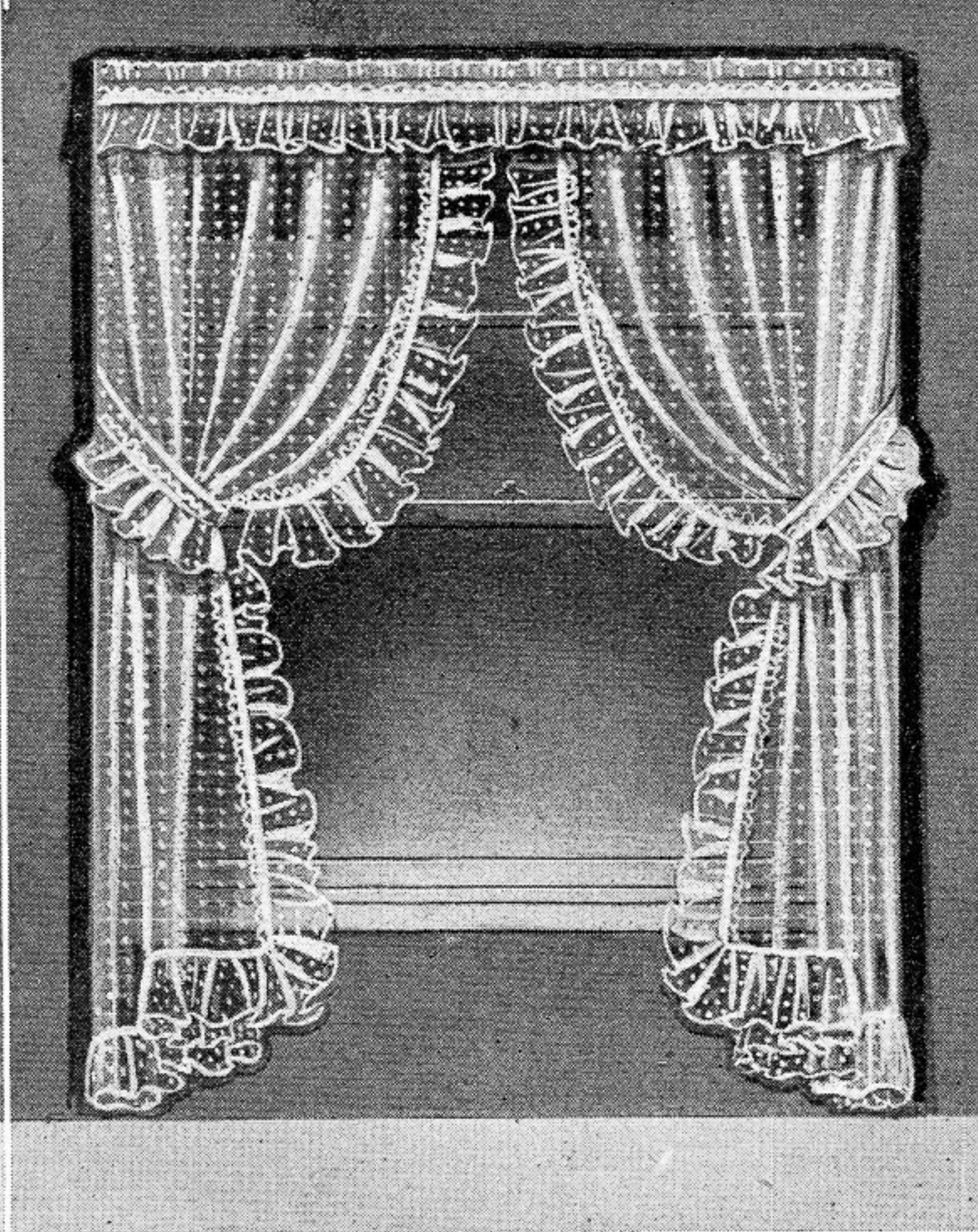
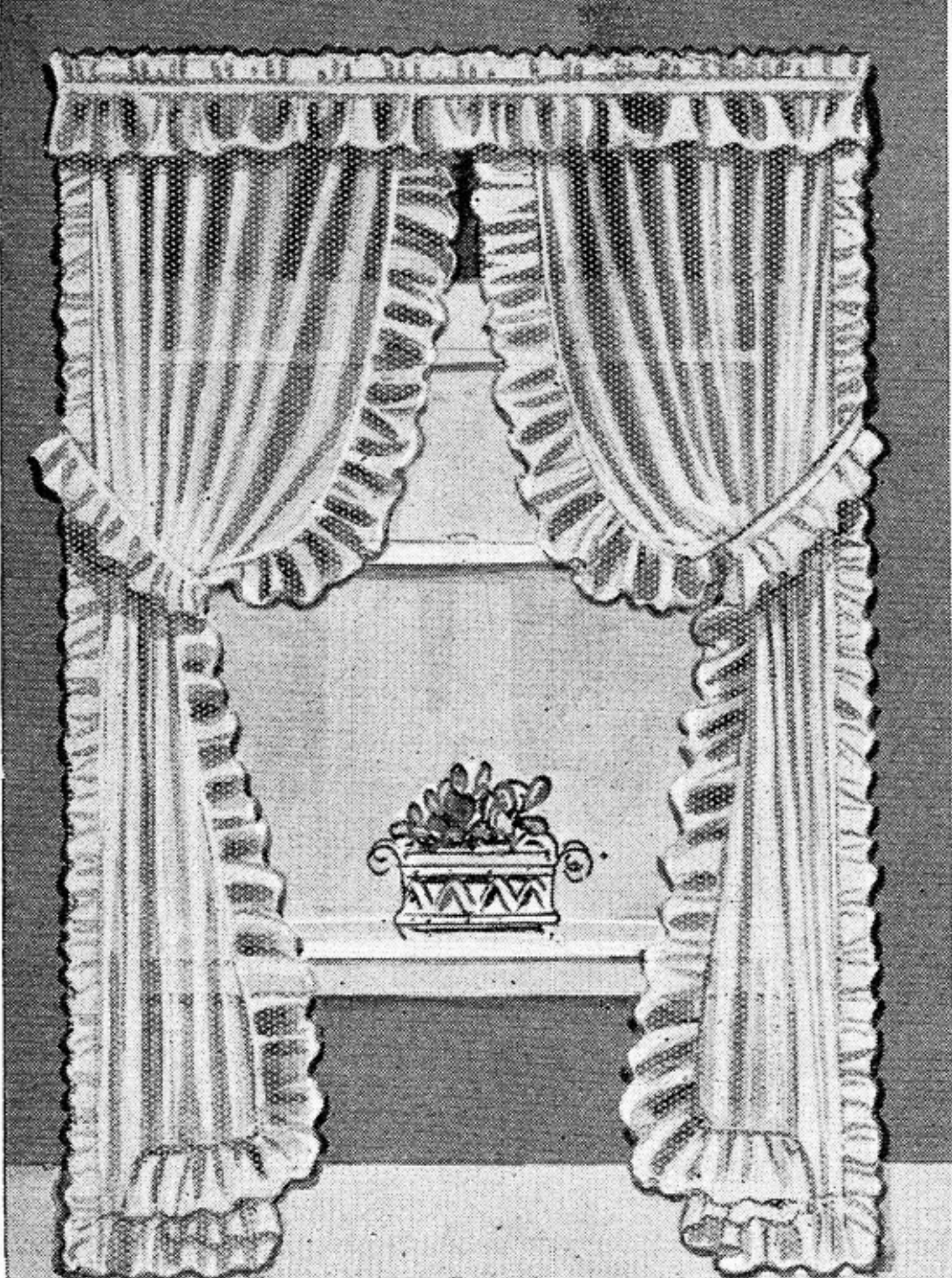
4646 Mlg. wt. 2 lbs.\$2.50

STURDY STEEL CARD TABLE

Steady, firm, strong . . . with double-braced legs that lock into position. All-steel frame finished in baked enamel. 30-in. top is wonderfully smooth . . . coated with Vinyl plastic that is easily cleaned with damp cloth. Rich bamboo-tan with tan frame — most attractive. Nickel-plated floor-glides. Mlg. wt. 12½ lbs.

7287 ..\$5.00





PIN DOTS — picture-frame style

Permanent Finish! Proportioned Lengths!

Fluffy, extra-full, 2¼-in. ruffles on all sides — to make your windows picture-pretty! So reminiscent of colonial days! Thickly showered with tiniest pin dots, woven right into the permanent-finished, sheer, ivory-white cotton marquisette so they won't wash out. Ready to hang — matching tie-backs. All selvages removed to insure straight edges.

72 IN. WIDE TO THE PAIR

1589—54 in. long. Mlg. wt. 1 lb.\$3.50
1857—78 in. long. Mlg. wt. 1¼ lbs. ...\$4.25
2377—90 in. long. Mlg. wt. 1½ lbs. ...\$4.75

WITH CUSHION OR PEBBLE DOTS

Creamy White—Suitable for any Room!

Beautiful Priscilla style with fashionable 4½-in. ruffling. Graceful, billowy curtains you'll be proud to hang wherever you want this shorter length. Cream-white, fine, cotton marquisette with firmly-woven dots — fluffy cushion or pebble dots in great profusion. Ruffled tie-backs to match. All selvages removed — means curtains will hang as straight after washing as when new.

78 IN. LONG — 78 IN. WIDE TO PAIR

5497—Pebble Dot. Mlg. wt. 1 lb.\$3.45
5498—Cushion Dot. Mlg. wt. 1 lb.\$3.45

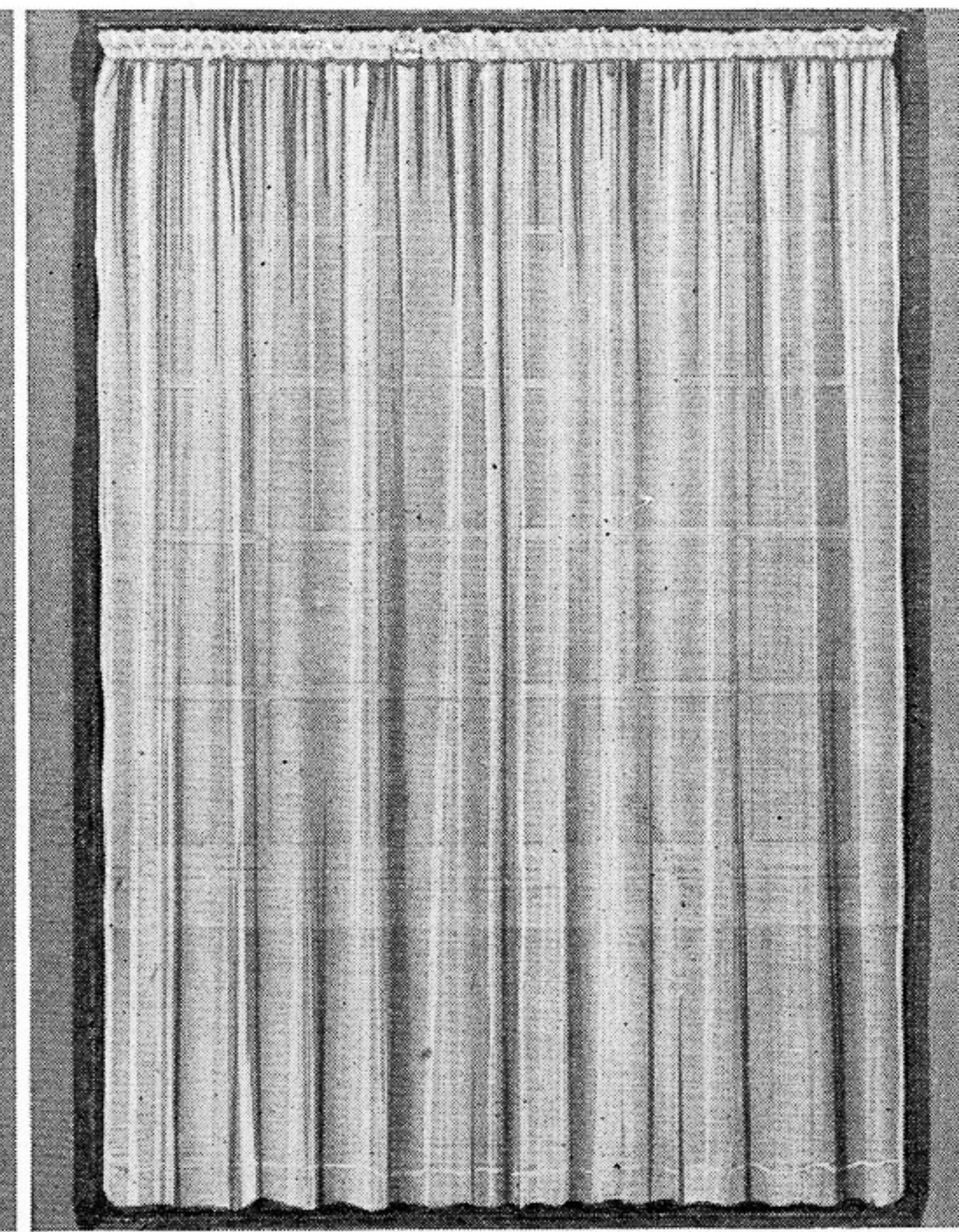
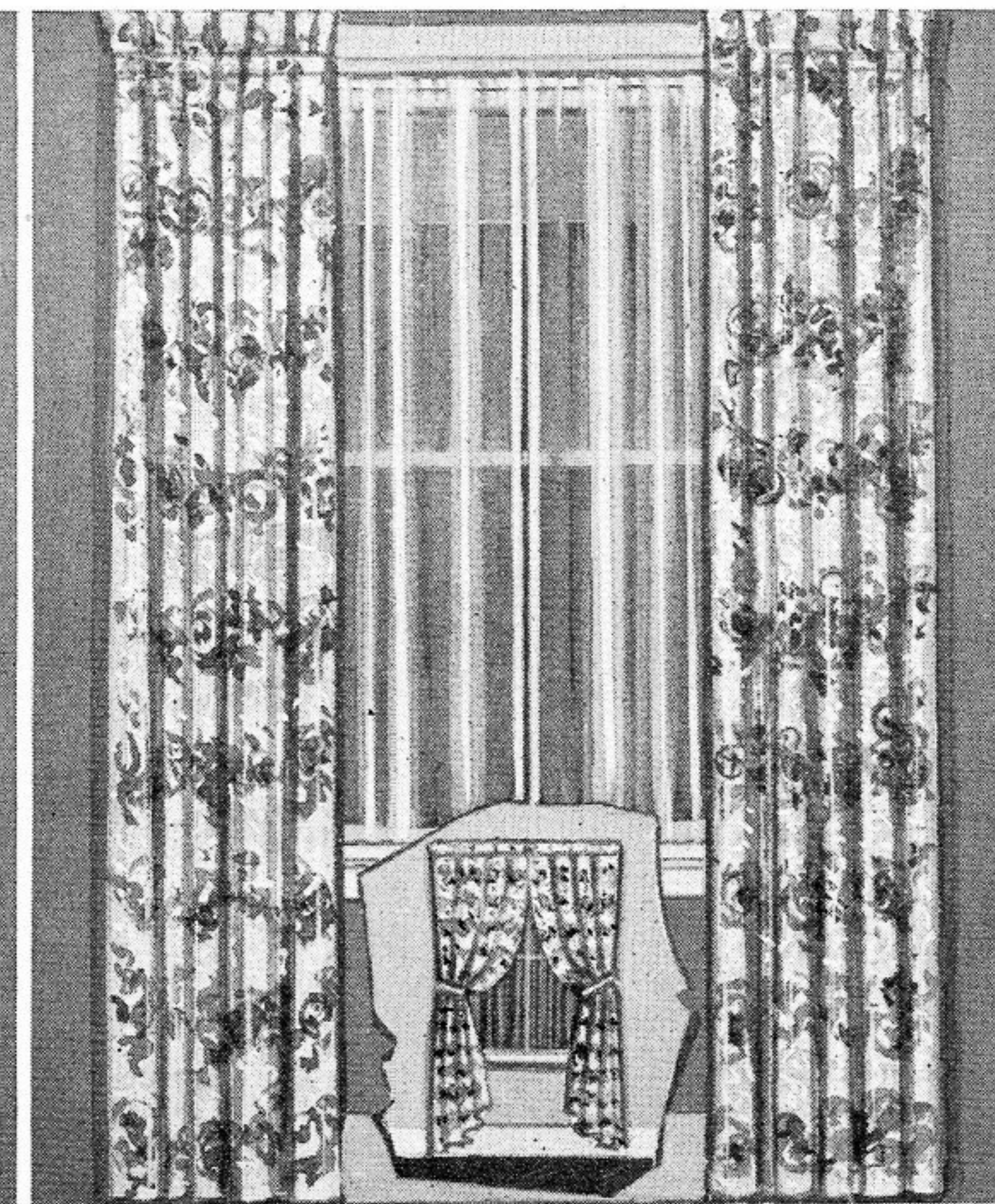
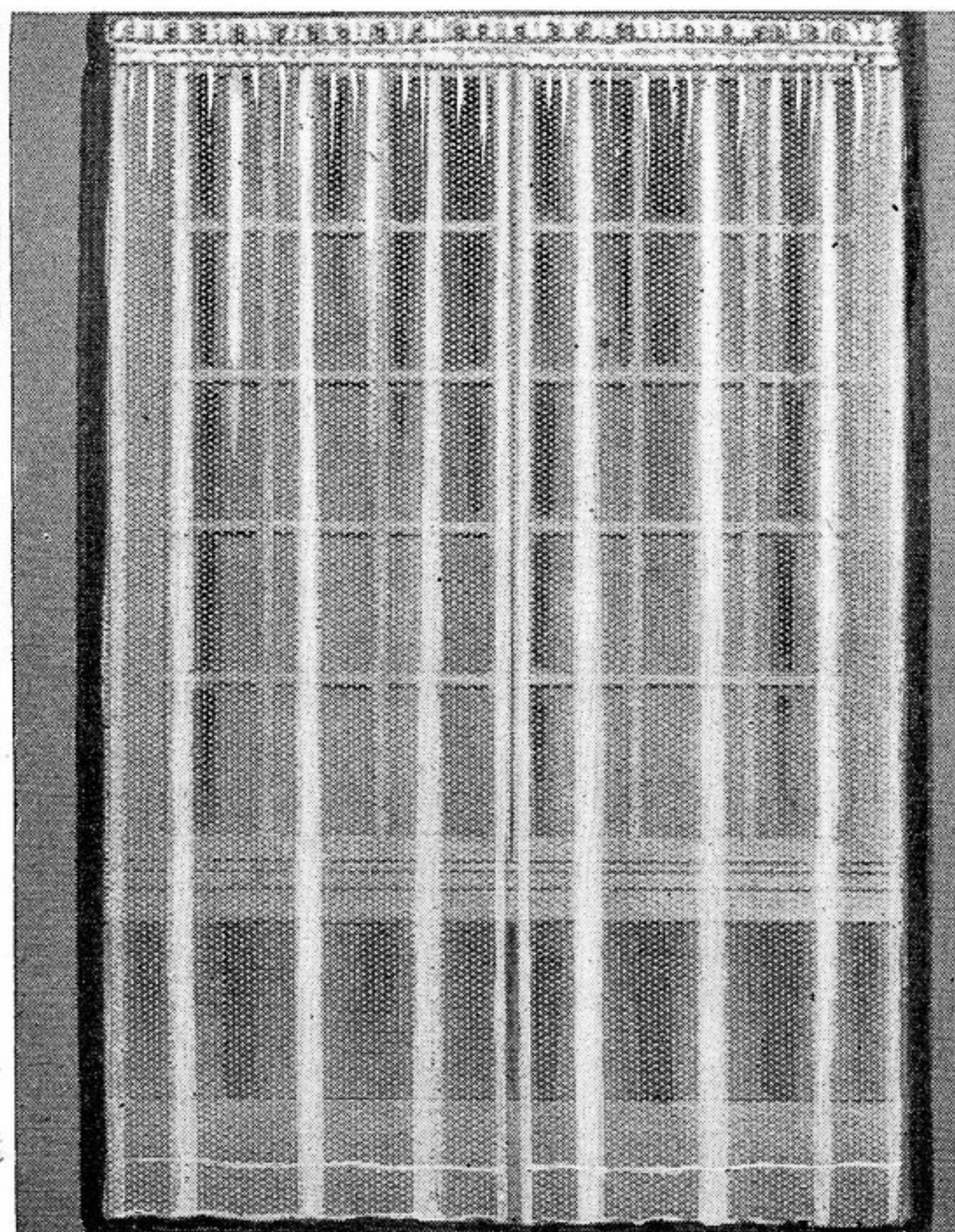
PLAIN WEAVE — picture-frame style

Permanent Finish! Proportioned Lengths!

Glamour for all your windows! Fresh and dainty as can be with their 2¼-in. Cape Cod ruffles on all sides. Sheer, too, and so filmy . . . fine ivory-white cotton marquisette with all selvages removed. Matching tie-backs. Headed, ready to hang. Merely choose the lengths you need for the various windows — no bother, no fuss. Easy to tub.

72 IN. WIDE TO THE PAIR

2462—54 in. long. Mlg. wt. 1 lb.\$3.50
2537—78 in. long. Mlg. wt. 1¼ lbs. ...\$4.25
3030—90 in. long. Mlg. wt. 1½ lbs. ...\$4.75



Your Choice—Cushion or Pebble Dots!

Permanent-finished Cotton Marquisette

Exquisitely-fine tailored curtains with a veritable blizzard of dots woven into the lovely, crisp, sheer fabric so they won't wash out. Pretty 2-in. bottom hem — 1-in. side hems. French heading — finished, ready to hang. Ivory-white only. Permanent finish insures fresh newness at all times.

78 IN. LONG — 88 IN. WIDE TO PAIR

3364-1—Pebble Dot. Mlg. wt. 12 oz. ...\$3.45
3364-2—Cushion Dot. Mlg. wt. 12 oz. ...\$3.45

NEWEST "TRIMZ" DRAPERIES

100% Cloth! — Rayon Face, Cotton Back

New! Revolutionary! — not a speck of paper in them! Ravel-proof, unaffected by humidity and dampness . . . sun tested and highly resistant to fading. May be washed same as lace or marquisette curtains and pressed with warm iron. Rich natural color with beautiful English rose chintz design in gorgeous multi-color, rose predominating. Tie-backs. Ready to hang.

2½ YARDS LONG — 60 IN. WIDE

7290—Mailing weight 1 lb. 2 oz.\$1.98

WASHABLE RAYON MARQUISSETTE

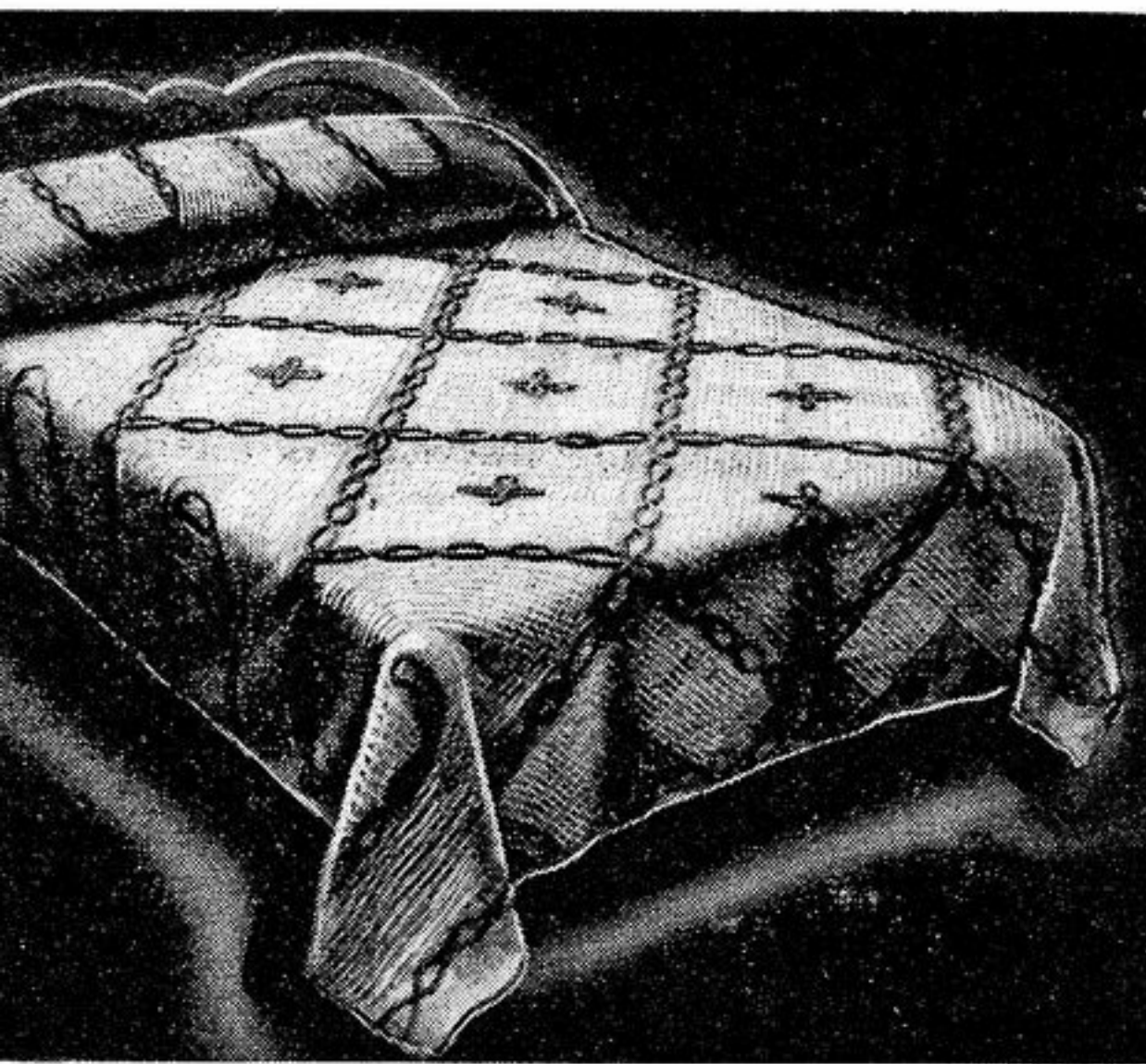
Bonded! Guaranteed Minimum Shrinkage!

Buy "Bonded" curtains for the finest permanent finish obtainable . . . guaranteed to wash without losing their crispy freshness, their newness. These eggshell-color sheers are made for service, enduring beauty. Ready to hang. 3-in. bottom hem, 1-in. side hems.

84 IN. WIDE TO THE PAIR

1026—54 in. long. Mlg. wt. 12 oz.\$3.50
1028—78 in. long. Mlg. wt. 13 oz.\$4.75
1029—90 in. long. Mlg. wt. 14 oz.\$5.50

NEWEST COLORS — DESIGNS!



CHENILLE BEDSPREADS

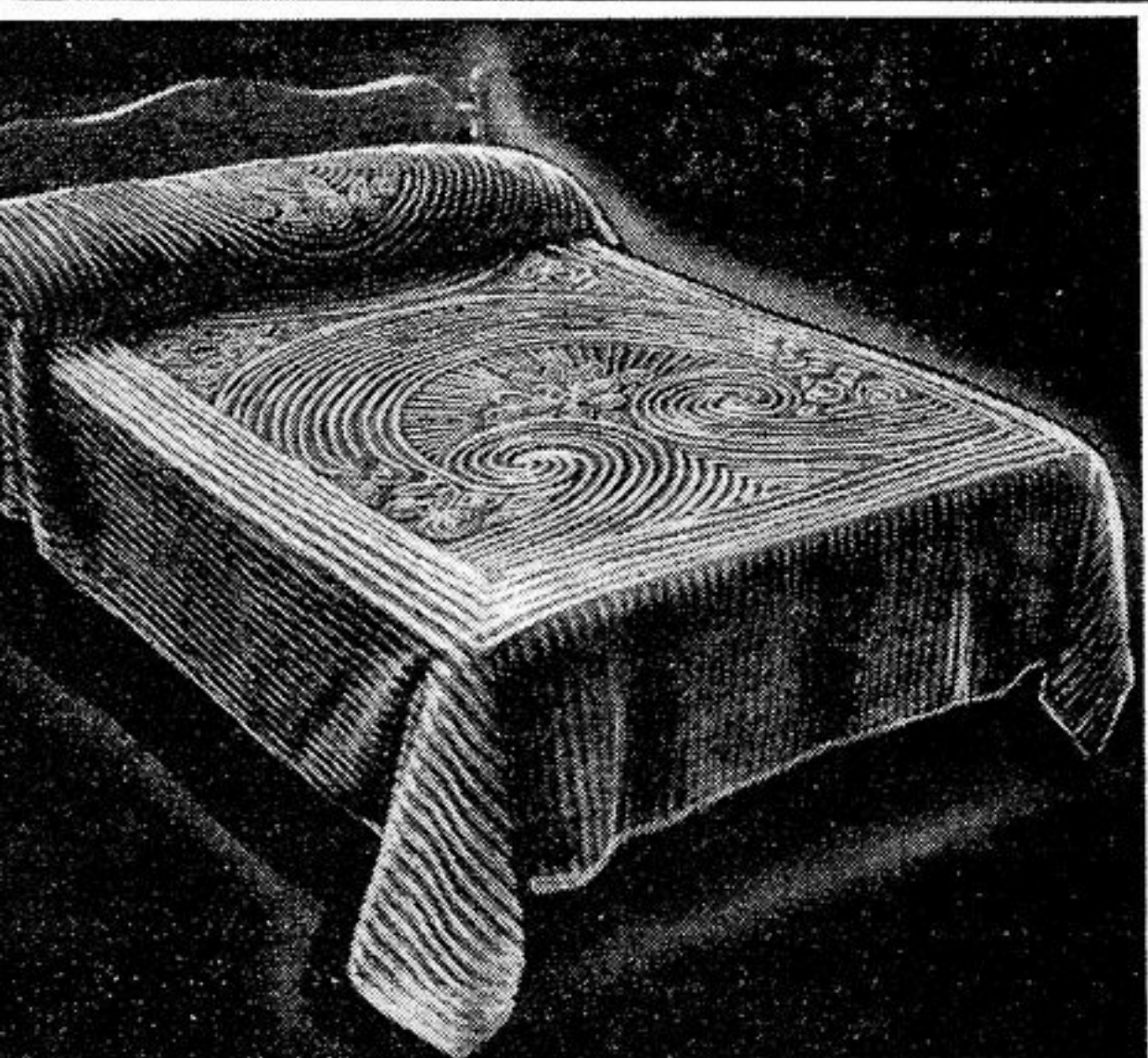
WHITE WITH COLOR

Full Bed Size

The merest tracery of vat-dyed pastel coloring against the snowiest, prettiest background imaginable! So truly exquisite you'll want one of each color! Close, thick tuftings of soft, velvety chenille—top quality, specially processed to retain its beauty through long service. Sturdy cotton base. Full bed size, finished—90 x 105 in. Hemmed ends.

Colors: Blue, Green, Peach, Rose. State color.

7280 Mlg. wt. 4½ lbs. \$9.95



EXQUISITE ALL-WHITE

Full and Twin Sizes

Snowy-white to use in any room, with any color scheme or furnishings! Our very finest and one of the most intricate designs created! Scroll-upon-scroll and row-upon-row of kitten-soft tuftings of fluffy, superfine, specially-processed chenille—a spread that "dresses up" the entire room. Tub it as often as you like, dry and shake out, and it's ready to go back into service. Closely-woven cotton base; hemmed ends. Finished full size, 90 x 105 in. — Twin size, 80 x 105 in. Mlg. wt. 4½ lbs.

2389 \$13.75



BOUQUETS ON WHITE

Full Bed Size

Pure white with the prettiest, multicolored bouquets sprinkled all about and gracefully bordered at the bed's edge. So classically harmonious you will shift it from one room to another so that the entire family may enjoy its exquisite beauty. Overlay design is in vat-dyed pastel colorings in the same top-quality, soft chenille as balance of spread. Strong, white cotton base. 90 x 105 in., finished. Hemmed. Mlg. wt. 4½ lbs.

1035 \$12.50



SOLID-COLOR PASTELS

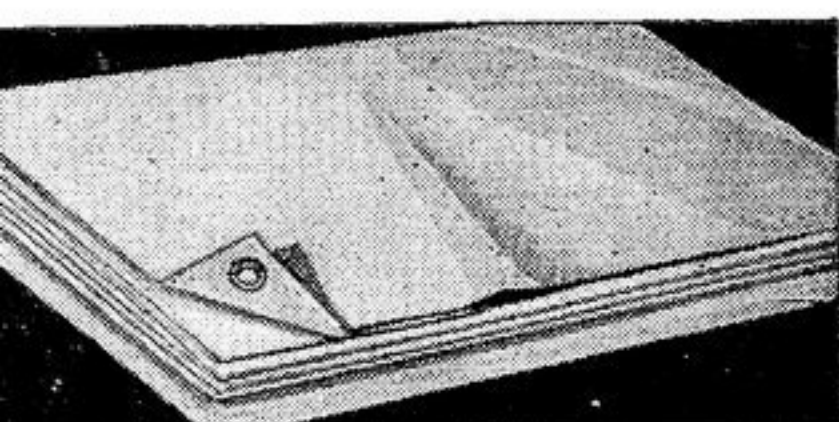
Full Bed Size

Imagine getting vat-dyed colors on matching vat-dyed, closely-woven, cotton base, and such close, thick tuftings for this small price! Here's a spread that's value-packed in every sense of the word — one you can not afford to overlook! Beautifully-soft, superior-quality chenille in a most attractive design. Full bed size, too — finished, it's 90 x 105 in. Hemmed ends.

Colors: Blue, Gold, Green, Rose. Mlg. wt. 4½ lbs.

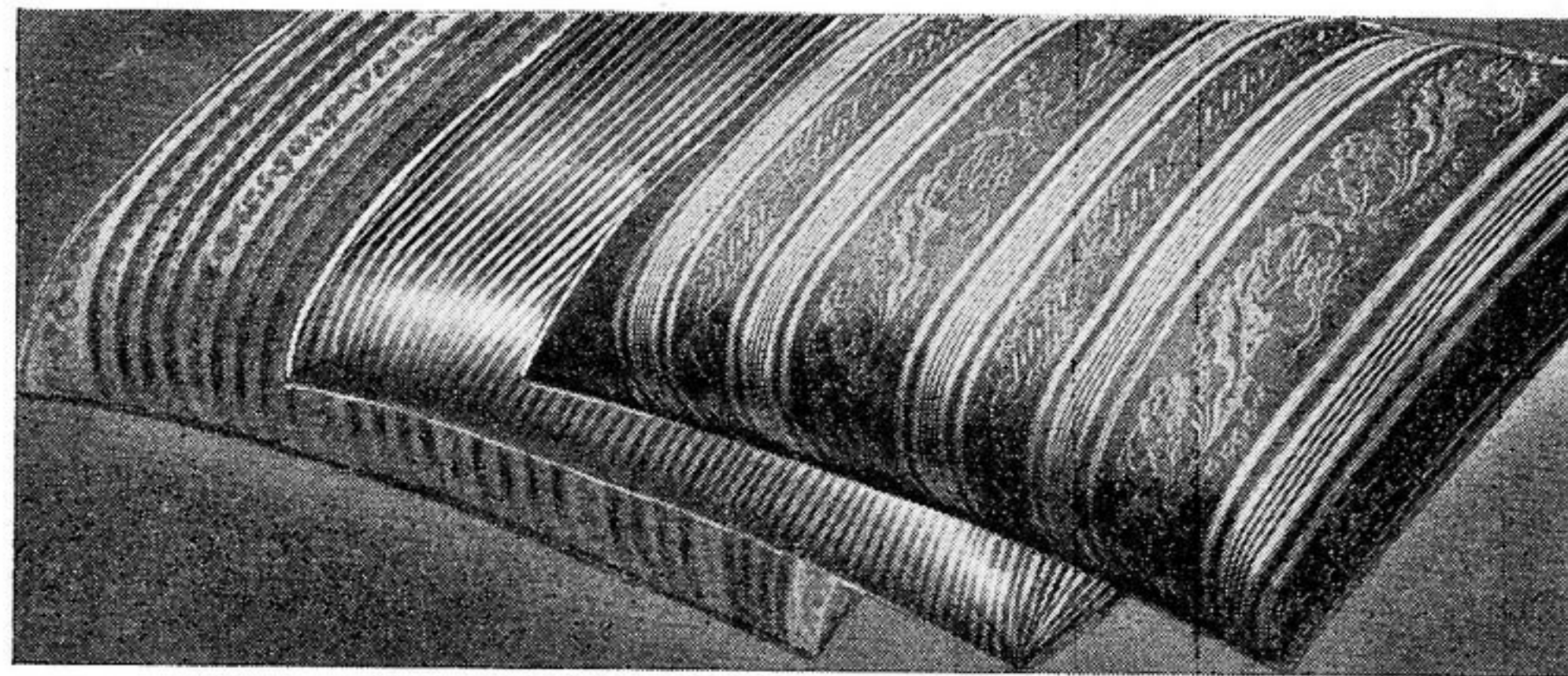
3046—State color.....\$8.75

27 x 36-in. WATER-PROOF CRIB SHEET



Protect baby's mattress with this fine, white, water-proof sheet. Made of Buna-lite gum (synthetic rubber) — as elastic as real rubber. Soft, resilient, odorless. Metal eyelets in each corner for tying to crib, carriage, or play pen. Handwash with sudsy cloth.

6333—Mlg. wt. 1 lb. 79¢



PLUMP, FEATHER-FILLED BED PILLOWS

Sanitary, odorless pillows made by one of the world's finest factories. Feathers are deodorized and very clean. Well-filled — soft, resilient and springy.

100% DUCK FEATHERS

Attractive, 8 - oz., feather - proof ticking of floral - striped sateen (cotton). Filled with 100% duck feathers. Finished size, 20 x 26 in. Net weight per pair 5¼ lbs. Mlg. wt. 7 lbs.

6265Pair \$6.95

CHICKEN FEATHERS

Standard, 8-oz., feather - proof ticking — blue-and-white stripe. Filled with clean, sterilized chicken feathers. Finished size 20 x 26 in. Net weight per pair 6¼ lbs. Mlg. wt. 8 lbs.

7235Pair \$4.00

DUCK FEATHERS AND DOWN

90% duck feathers, 10% duck down, in 8-oz., feather-proof sateen (cotton) ticking — floral striped. Finished size, 20 x 26 in. Net wt. per pair 4½ lbs. Mlg. wt. 6 lbs.

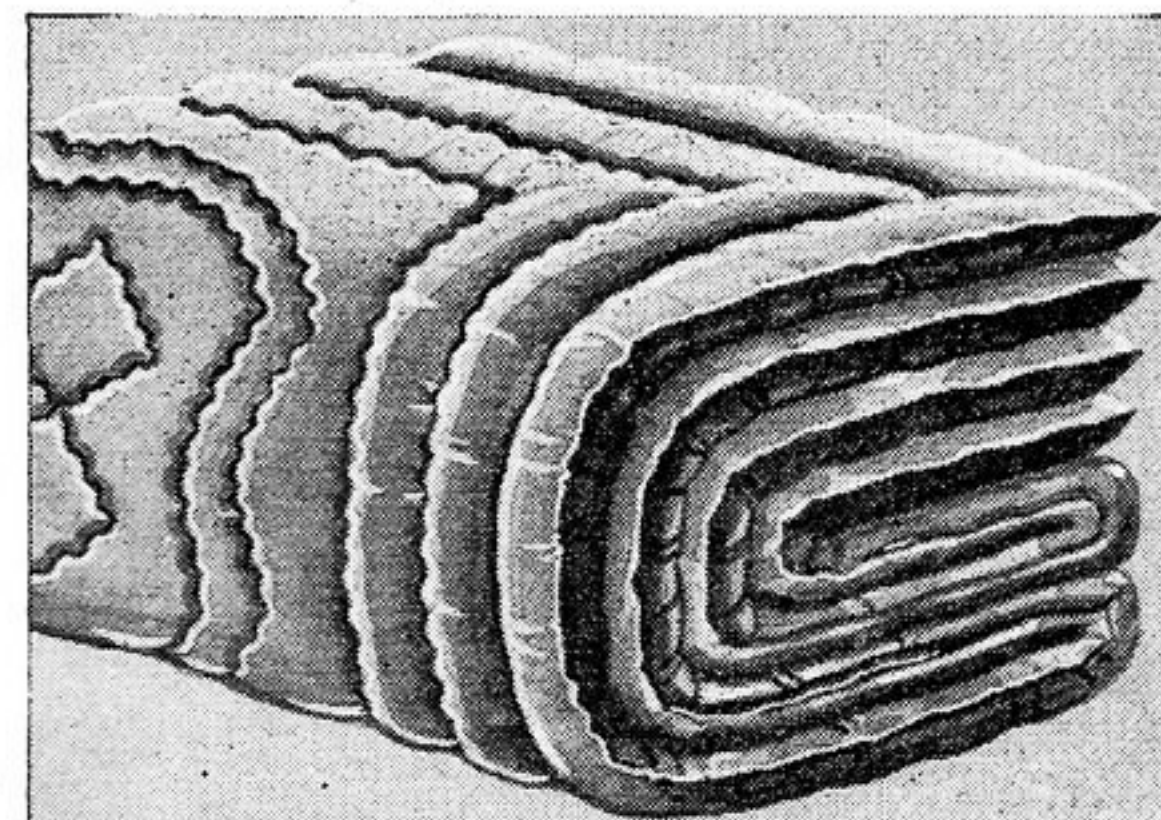
3025Pair \$11.75

RAYON-TAFFETA COMFORTER — Wool-filled

Luxurious comforter covered with soft rayon-taffeta. Weight only 5½ lbs. although very plump. 100% wool filling affords delightful warmth. Retains its airy fluffiness through long service. Attractively, closely quilted. Use either side — one is delft blue, the other rose. Cut size: 72 x 84 in. — finished size, 69 x 80 in.

4194—Mlg. wt.

6 lbs.\$16.50

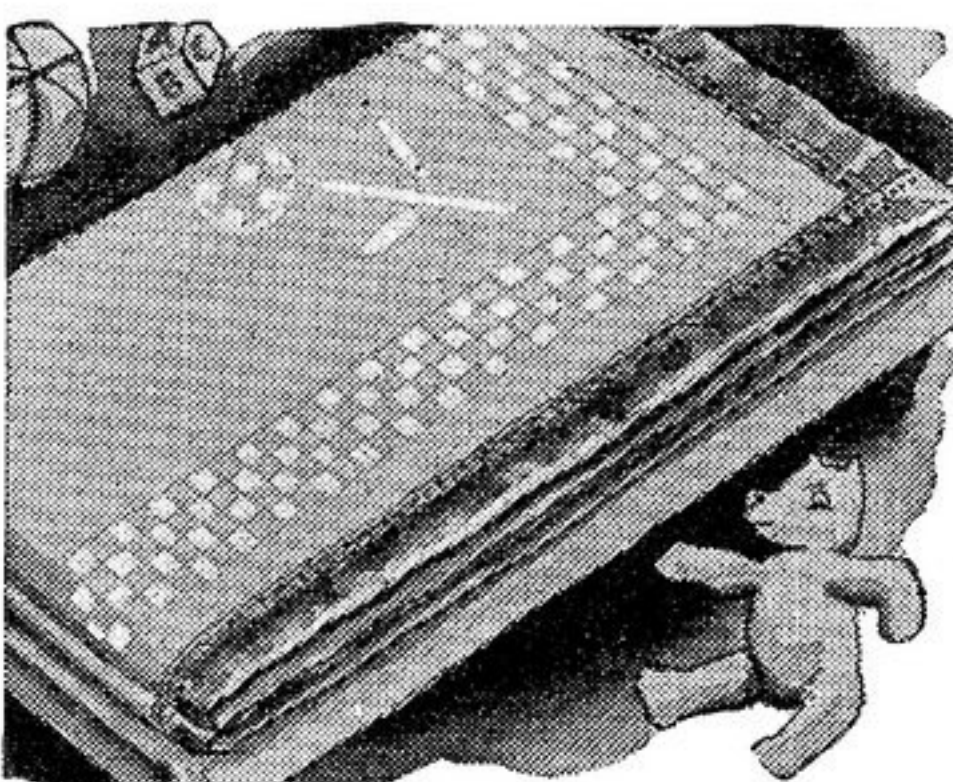
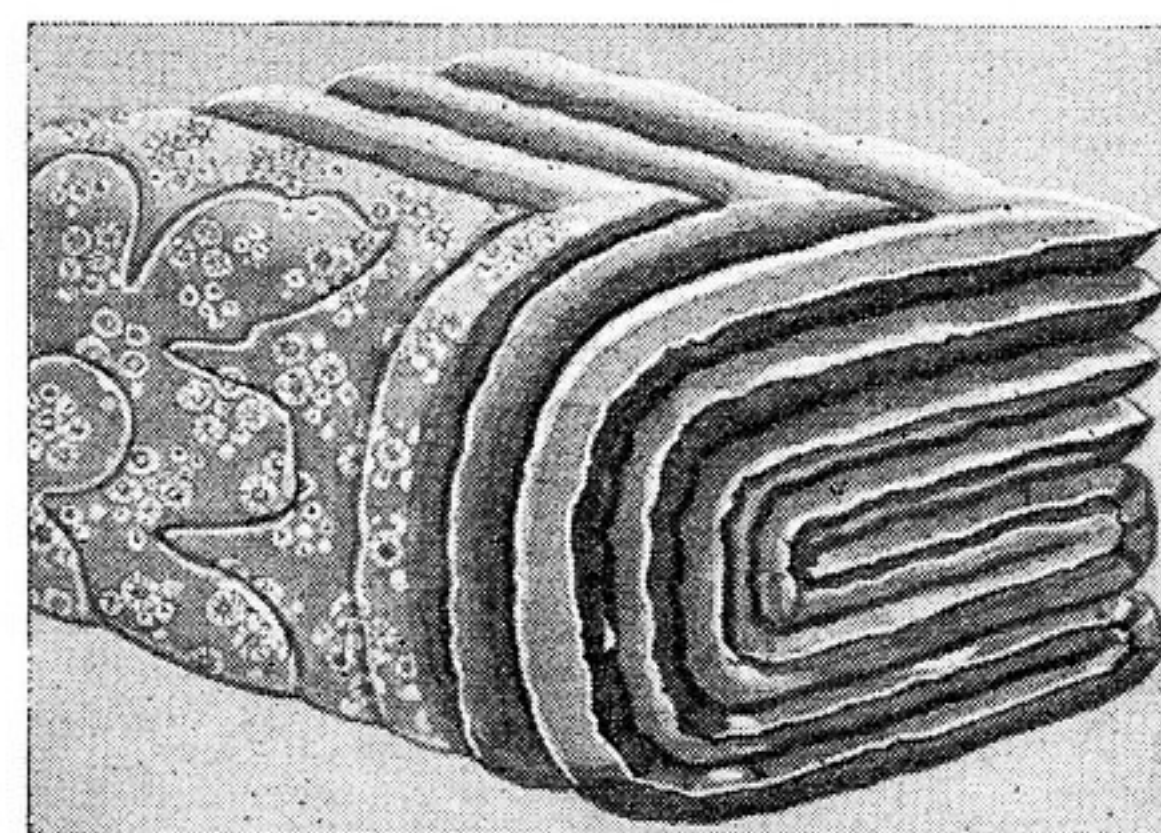


SATEEN (cotton) COMFORTER — Very Warm

As warm and comfy as it is lovely. Filled with 10% wool, 90% cotton batting. Weighs 4½ lbs. Plump and soft — retains its loftiness and buoyancy even after long use. Lovely cotton sateen cover in dainty flower print. Matching solid-color border and underside. Closely quilted. Predominating colors: Rose or blue. State color. Cut size: 72 x 84 in. Finished size: about 68 x 80 in.

3668—Mlg. wt.

5 lbs.\$10.50



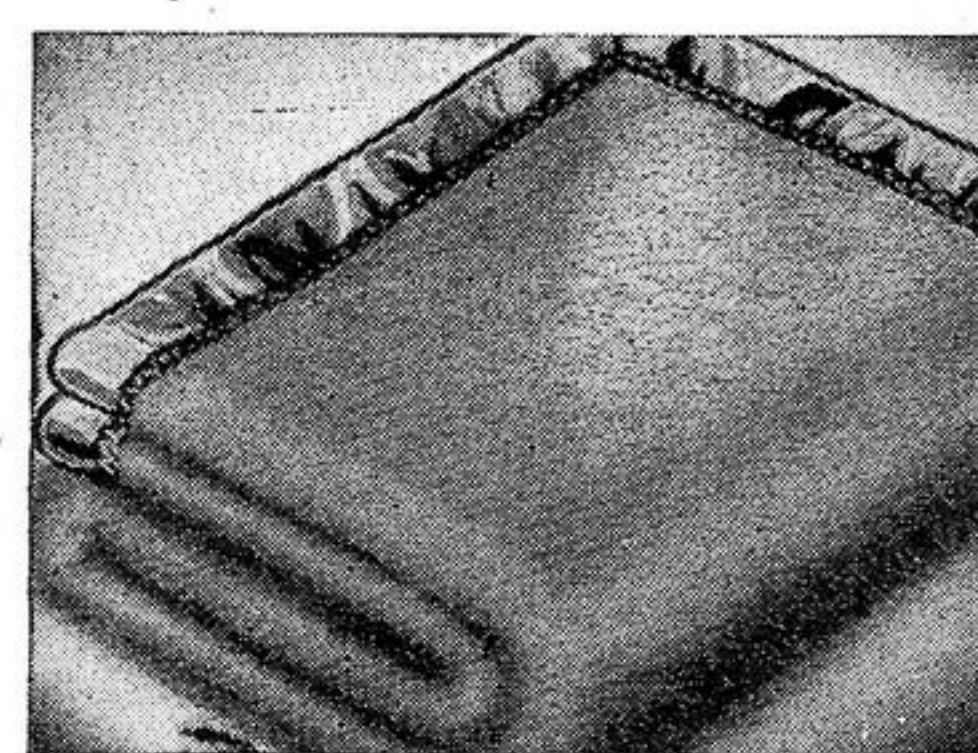
COTTON CRIB BLANKET

Soft, warm, cotton fleece with rayon-satin binding. Familiar nursery designs imprinted on both sides. Reversible. Deep, fluffy nap. Washable. 36 x 50-in. size.

Mlg. wt. 1 lb. 10 oz.

Fast-color Blue or Pink, with white. State color.

1995 \$2.25

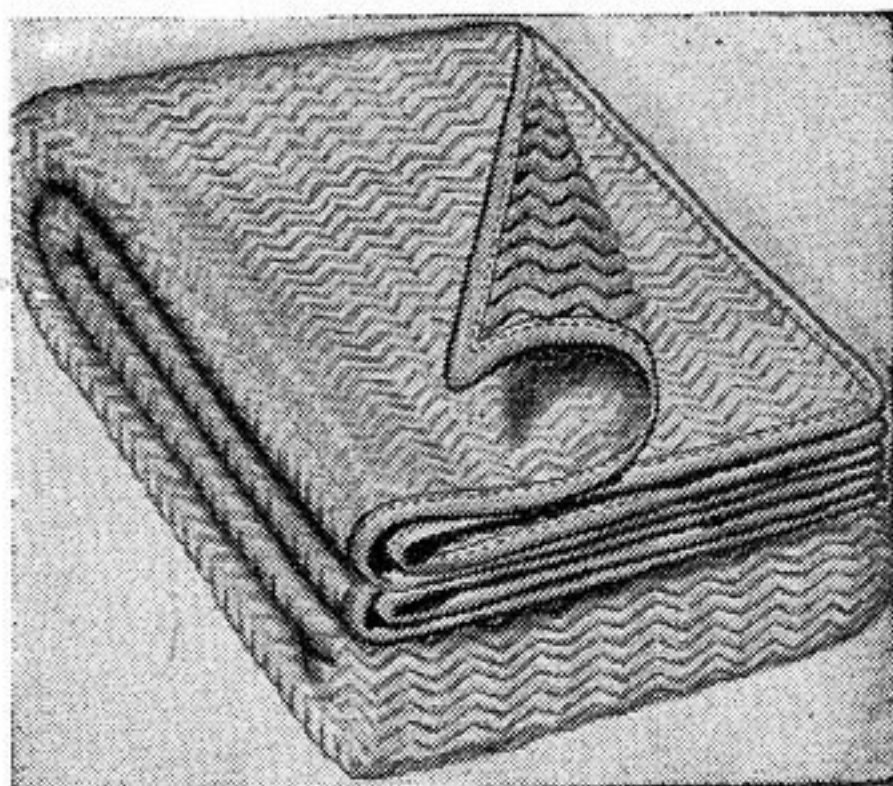


Part-wool CRIB BLANKET

36 x 50-in. blanket. Warm and beautiful. 25% wool, 50% rayon, 25% cotton. Rich in texture, softly napped, reversible. 3-in. rayon-satin binding. Gift-boxed.

Colors: Blue, Pink, or White. State color.

5381—Mlg. wt. 2 lbs.\$3.50

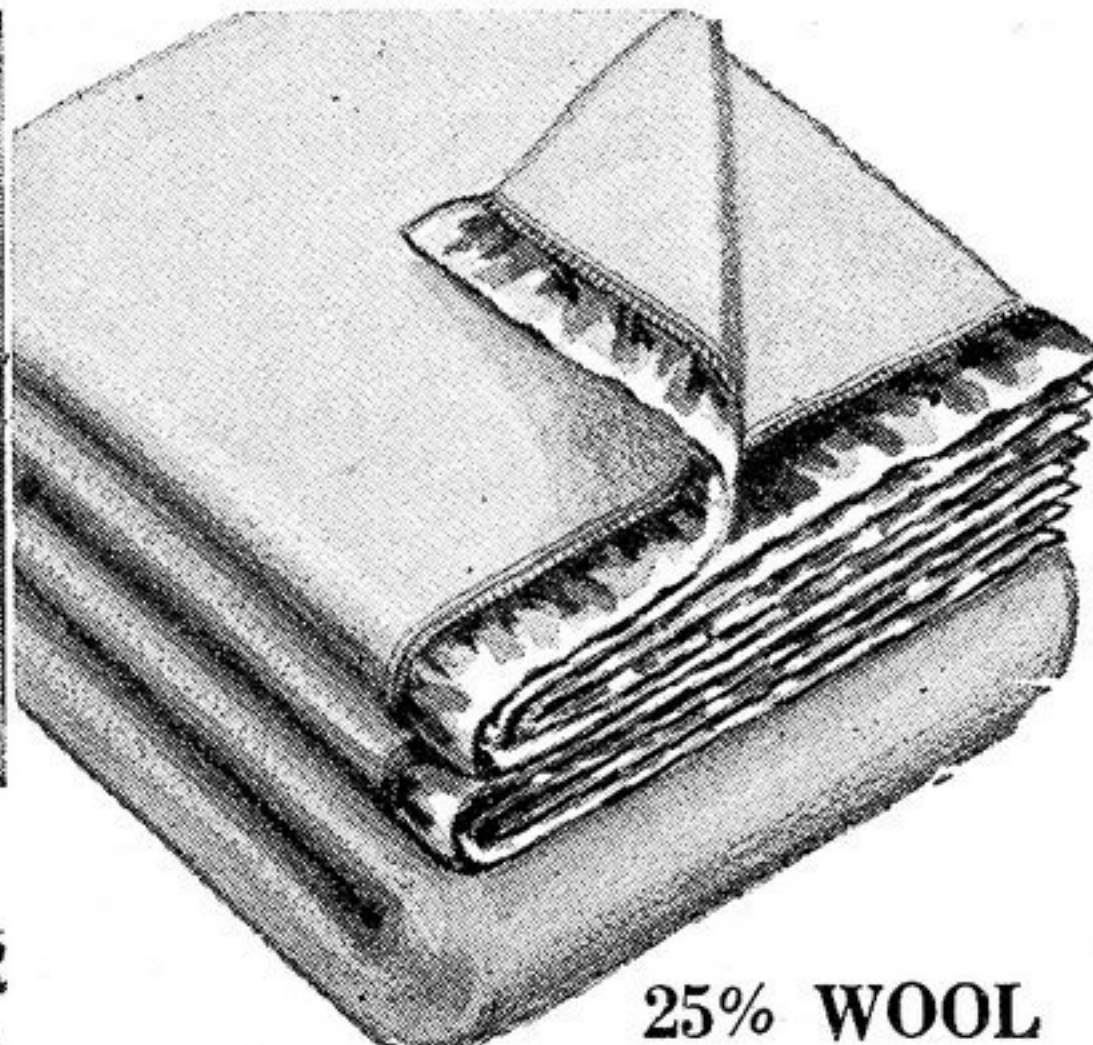


QUILTED MUSLIN MATTRESS PROTECTOR

Fine muslin with cotton bat filling which absorbs moisture. Zig-zag, rip-resistant, lockstitch quilting. Bias tape binds ends. Perfect protection for your mattresses — better get one for each bed.

6254—Twin Bed Size...\$4.75
39 x 76 in. Mlg. wt. 3 lbs.

6260—Full Bed Size...\$5.95
54 x 76 in. Mlg. wt. 3 lbs. 12 oz.

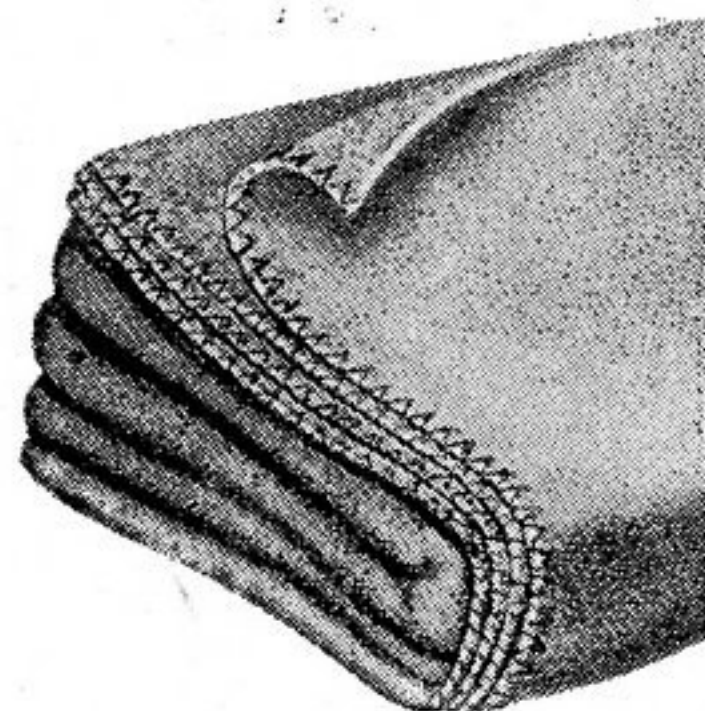


25% WOOL SINGLE BLANKET

An exceptionally beautiful blanket for year-round use. Wears well. Extra warmth in the careful weaving of the nap and core — 25% wool, 50% rayon, 25% cotton. Rayon-satin bound. Weighs only 3½ lbs. Size 72 x 84 in.

Blue, Cedar, Green, Rose, Peach. State color.

1828—Mlg. wt. 5 lbs.\$5.95



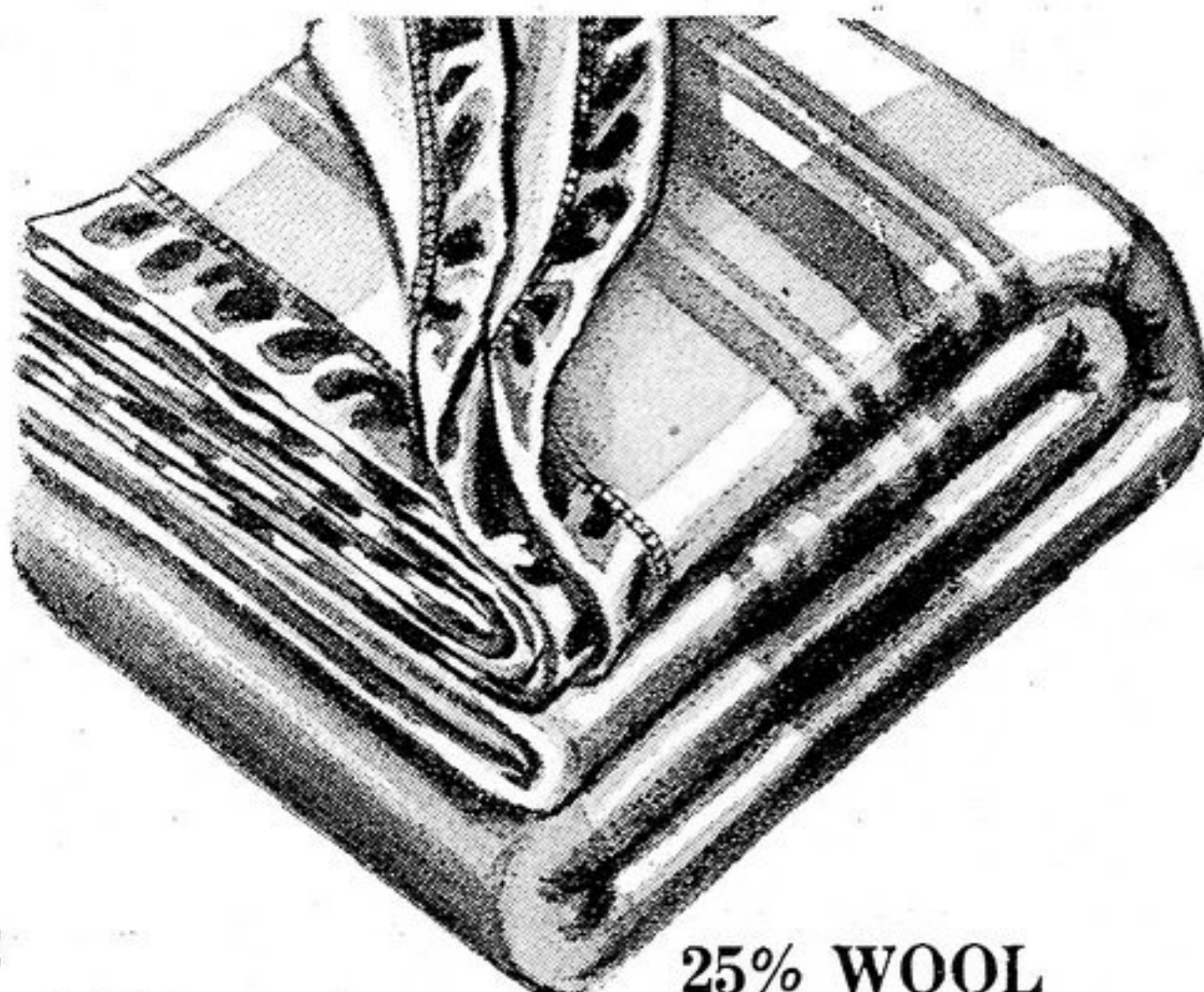
COTTON FLEECE SHEET BLANKET

Washable! White!

How pleasant to snuggle into the soft warmth of a pair of these sheets! And they make nice, light-weight blankets for warm weather — use them the year 'round. Wash easily as a cotton sheet. A fine, balanced weave, napped on both sides with white cotton fleece. Tested quality. Ends stitched. Mlg. wt. 2 lbs.

7377—70 x 90-in. size...\$2.50

5399—72 x 99-in. size...\$3.25



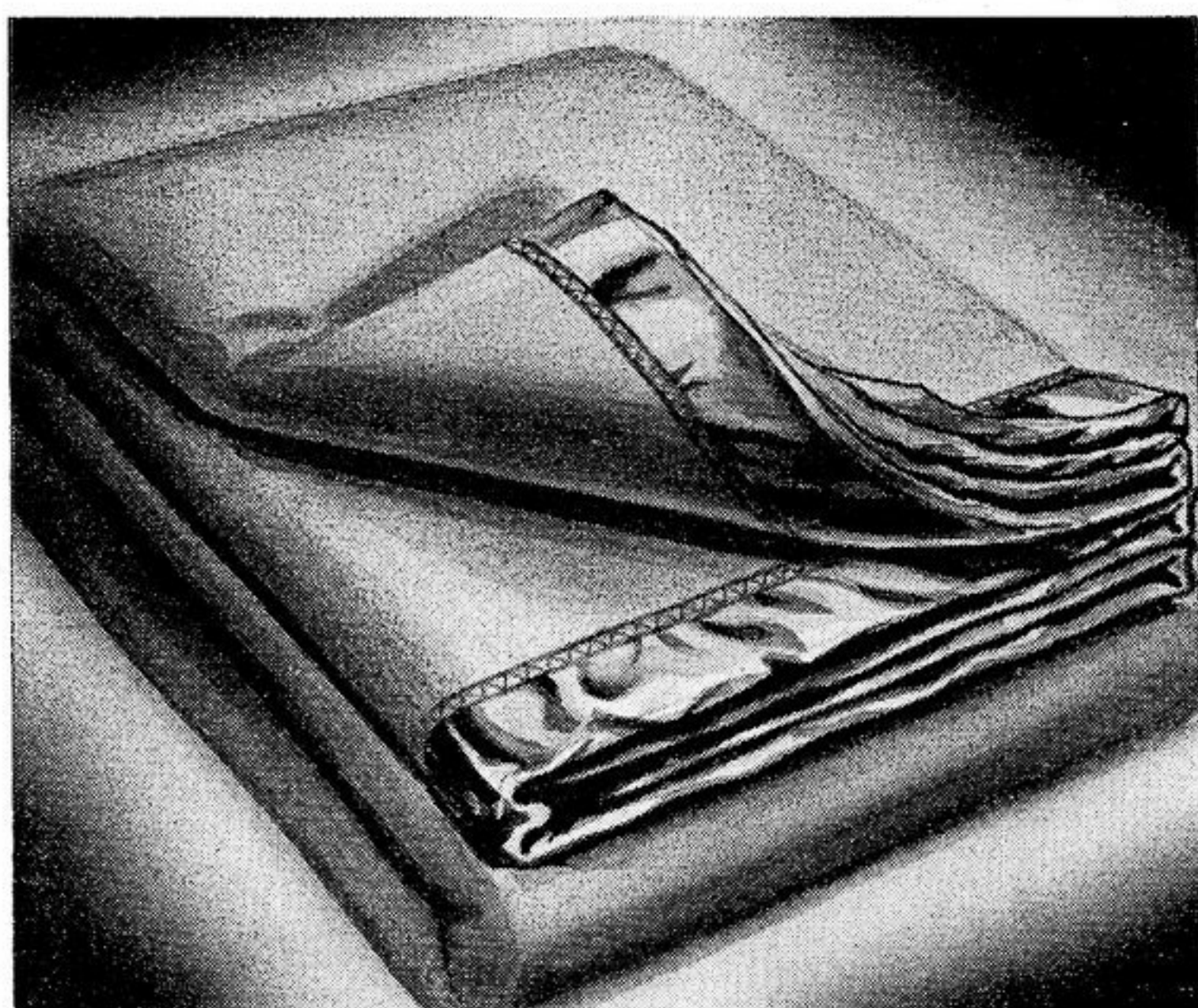
25% WOOL DOUBLE BLANKET

Two full blankets woven in one length and doubled.

25% wool, 75% cotton — strong resilient fibres blended to give warmth, a luxurious "feel" and high quality. Block, pastel plaids. Striped borders. Rayon-satin binding. Size 72 x 84 in. Net wt. 4¼ lbs.

Blue, Green, Rose, Cedar. State color.

1829—Mlg. wt. 5½ lbs.\$7.25



PART-WOOL BLANKET — by Pepperell

So downy-soft and beautiful you can't resist it — and just as warm and comfortable as it looks! Woven of 50% wool and 50% spun rayon to give you the utmost in warmth without annoying weight. To make it specially nice Pepperell has finished it with matching rayon-satin. 72 x 84 in.

As for colors, they're exquisite — Blue, Cedar, Dusty Rose, Gold, or Green in soft pastel tints.

1893—Mlg. wt. 6 lbs. State color.\$7.95

**50%
WOOL!**

**50%
SPUN
RAYON!**

**5-in.
RAYON-
SATIN
BINDING!**

100% WOOL—America's Finest

by Pearce
America's Oldest Mills

LARCO "MANOR"

72 x 84-in. blanket with the softest, springiest nap imaginable — means extra warmth as well as beauty. 100% wool in right weight for any season of the year; weighs a mere 3 lbs. Matching 5-in. rayon-satin binding adds extra richness. One of our most beautiful — one of our biggest blanket values.

Blue, Cedar, Green, Dusty Rose, or Wine. State color.

1878 Mlg. wt. 5 lbs.\$8.95

LARCO PLAID

72 x 84-in. blanket, as decorative and lovely as it is practical and warm. 100% wool, specially woven to give cozier warmth at no increase in weight — weighs only 2½ lbs. Ideal for chilly nights when you feel the need of a little covering. Wears wonderfully well. Rich, beautiful block plaids with 3-in. rayon-satin binding. A size you can use on single, three-quarter or double beds.

Dusty Rose, Blue or Mahogany with White, and Black with Red. State color.

1885 Mlg. wt. 4½ lbs...\$8.25

LARCO "PRIDE"

Size 72 x 84 in. A warm, thick blanket masterfully woven of 100% fine, select wool. Weighs 3¾ lbs. The lofty, warmth-retaining nap has a soft, velvety surface, and holds the rich, beautiful colors in a way possible only with the finest wools. Strong underweave for lasting wear. 5½-in. rayon-satin binding. A fine start for a hope chest! A gift that brings lasting pleasure! A most unusual value!

Blue, Peach, Dusty Rose, Wine. State color.

1801 Mlg. wt. 6 lbs....\$11.95

LARCO NU-PLAID

Size 72 x 84 in. A rich, beautiful blanket, patterned in attractive block plaids in gorgeous color combinations. 100% fine wool with a deep downy nap which makes it soft and fluffy. 5½-in. rayon-satin binding. You wouldn't want anything finer — for guest use, for a distinctive gift or your own luxurious comfort. A better blanket that gives greater satisfaction and will outwear several others. Weighs 3¾ lbs.

Rose, Blue, Wine, Peach. State color.

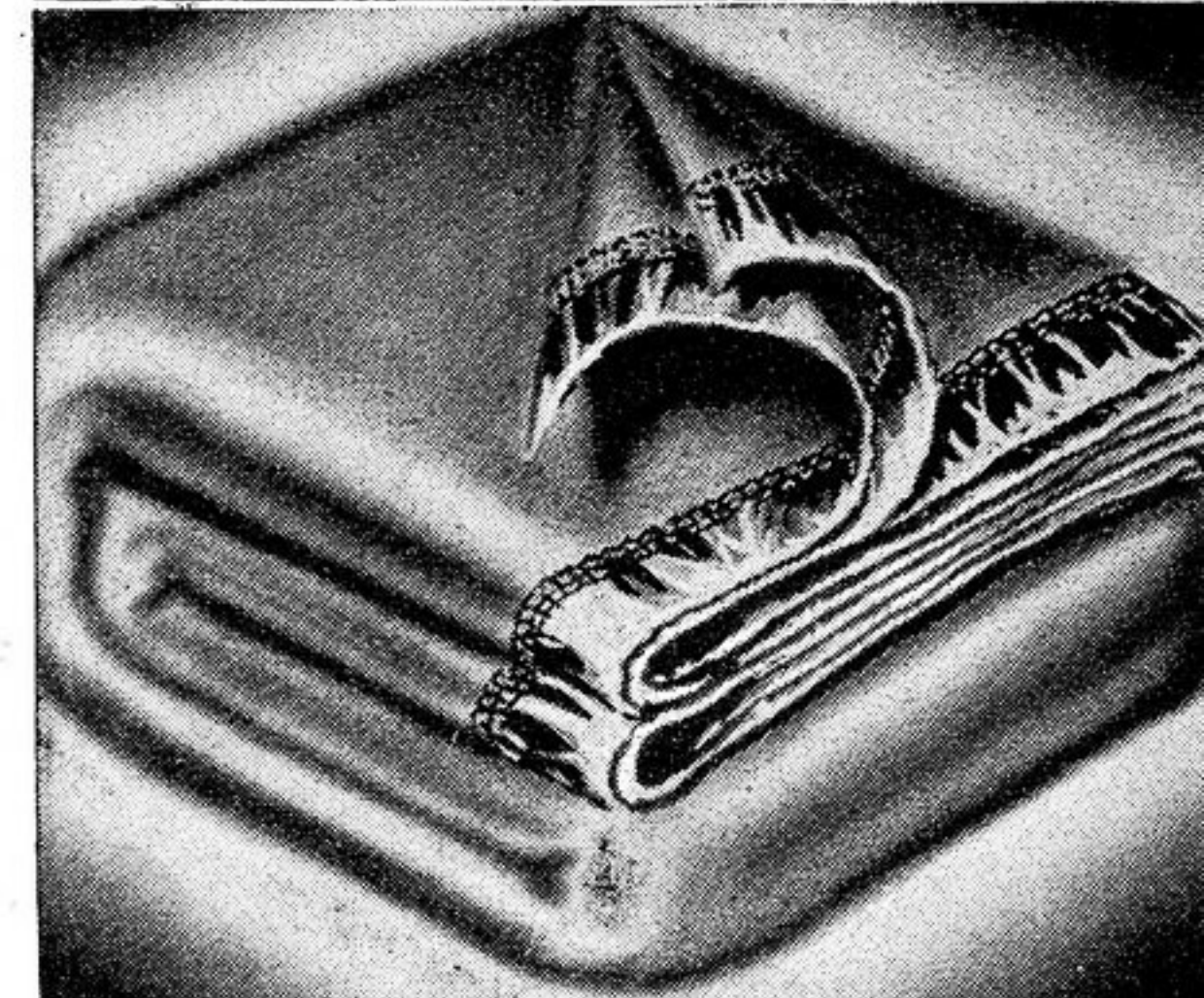
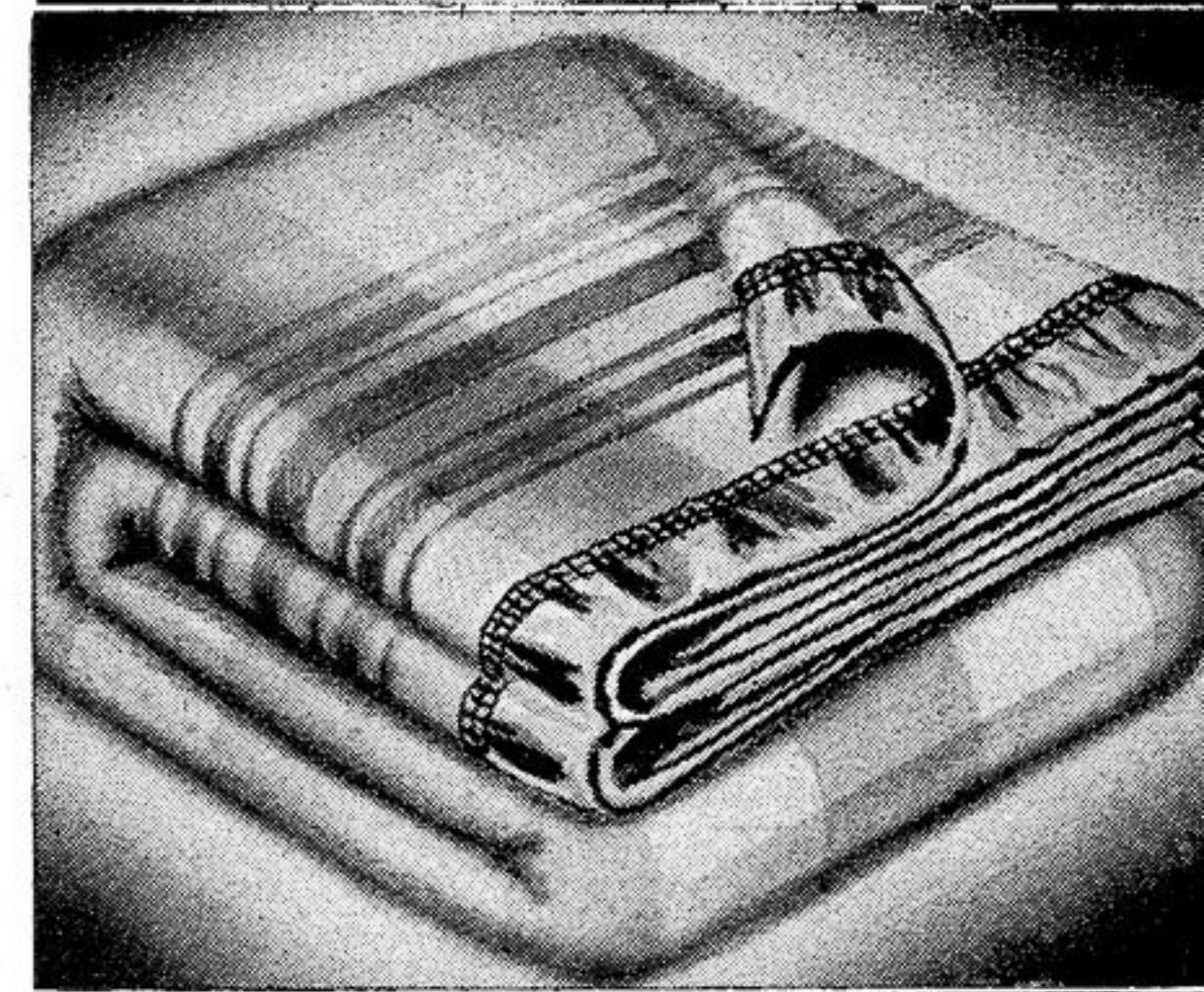
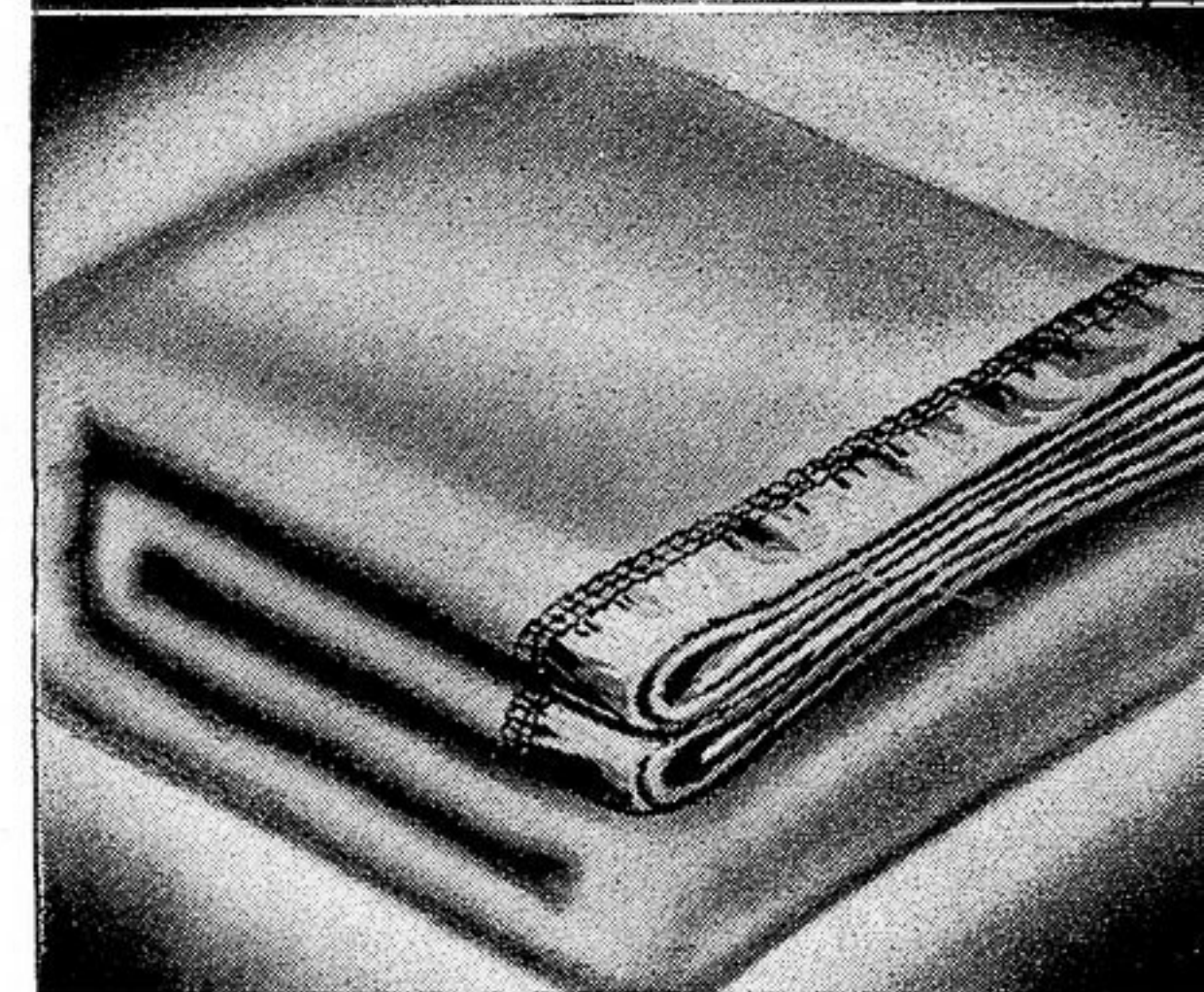
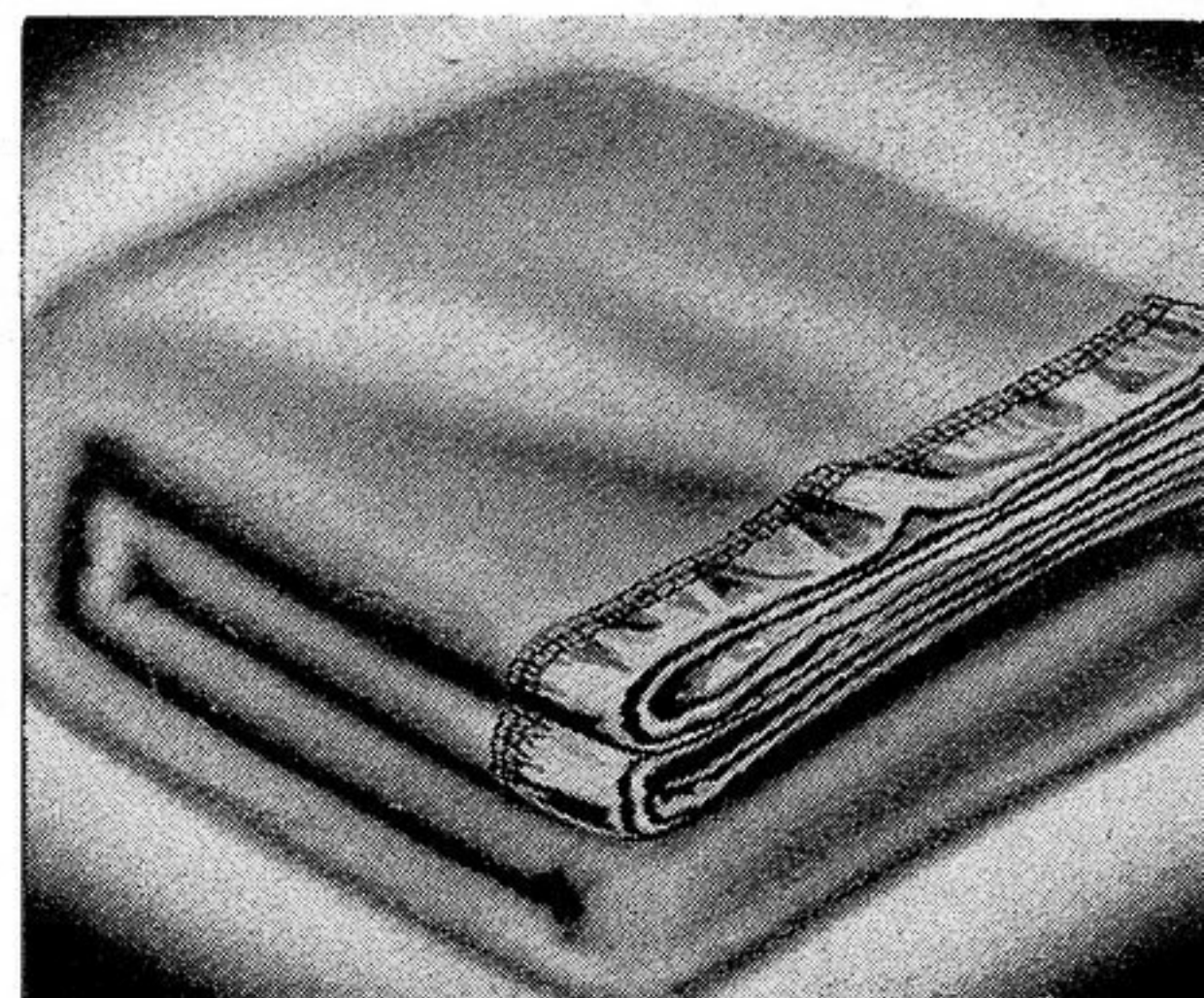
1903 Mlg. wt. 6 lbs....\$12.50

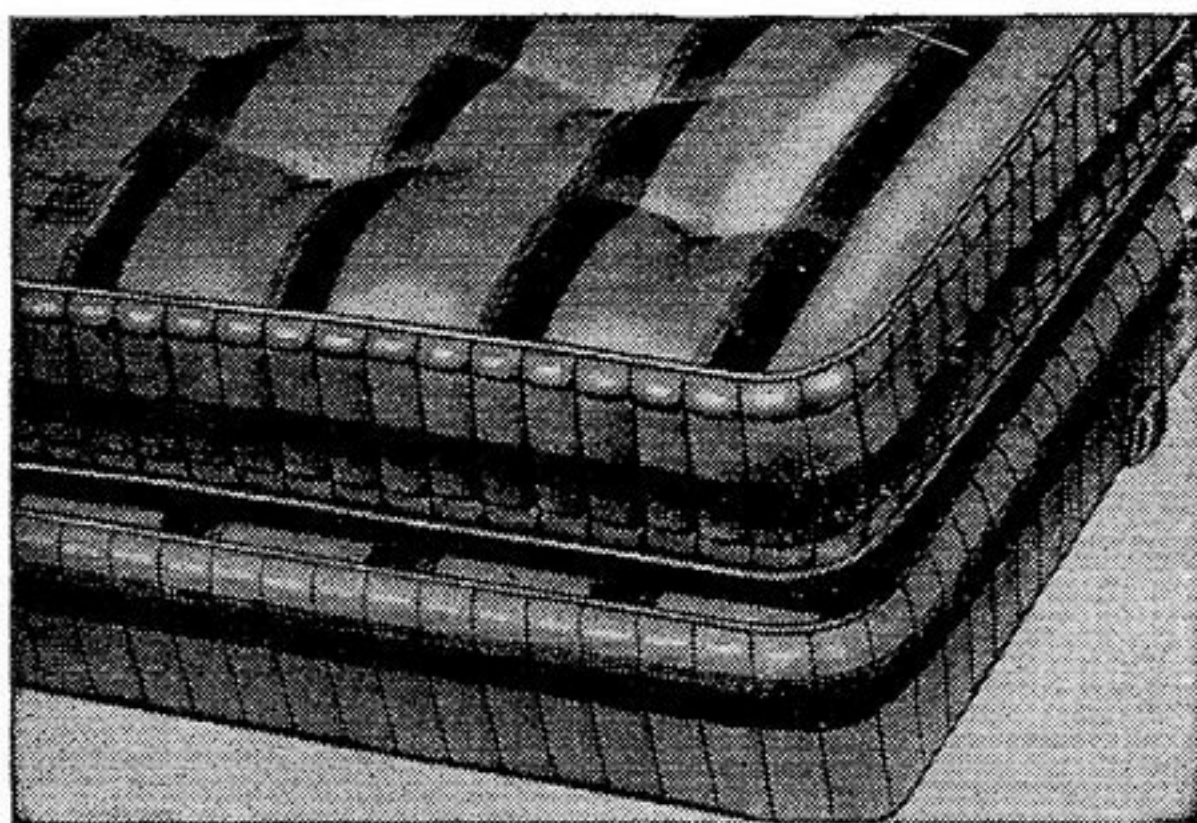
EXTRA LONG! SINGLE!

Size 72 x 90 in. — extra long — a good half foot so you can pull it up around your shoulders or tuck it in at your feet. Its deep, soft nap makes it very warm, yet light — weighs 4 lbs. It rests gently on tired shoulders and seems to soothe you to sleep with its comforting warmth. Made of 100% wool, especially woven to give long service. 5½-in. rayon-satin binding. Right for all-seasons' use and a wonderful value.

Dusty Rose, Blue, Canna Rust, Wineberry, White. State color.

1890 Mlg. wt. 6 lbs....\$12.95





SIMMONS "Beautyrest" Innerspring MATTRESS and Box Spring

Simmons "Beautyrest" Mattress — "America's finest mattress" is here again . . . with all the distinctive features which make it so famous. Preferred for its Deluxe quality, beauty and long wear. Its barrel-shaped, coil springs (837 in the full size — fewer in twin size) individually encased in cloth pockets give the "floating action" which adjusts to every turn and twist of your body and gives the utmost in comfort. Innerspring unit with layers of soft upholstery.

Smart striped covering with taped edges. Well tailored. Pre-built side walls with sag-proof edges. Canvas lining prevents bulging. Flat button tufts, four corded handles, and 8 metal ventilators.

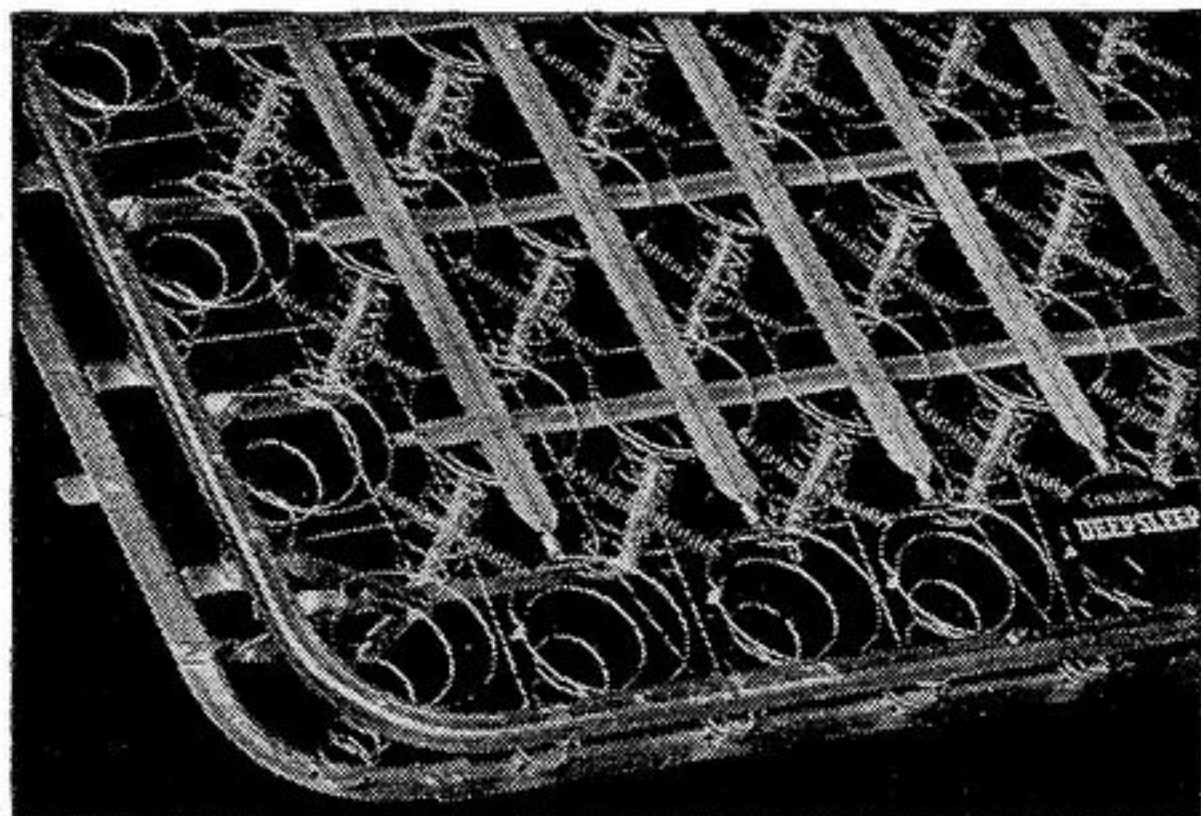
Colors: Rose or blue. Full size (54 in. wide) or Twin size (39 in. wide). State color and size.

2588—"Beautyrest" Mattress Shipped Prepaid \$59.50

Simmons "Beautyrest" Box Spring — To give you greatest comfort, and your mattress maximum wear, it should be supported on this smooth, even-top box spring. 72 double coils in full size — fewer in twin size. Upholstered with cotton and sisal padding. Covering matches Mattress 2588.

Colors: Rose or blue. Full size (54 in. wide) or Twin size (39 in. wide). State color and size.

2589—"Beautyrest" Box Spring Shipped Prepaid \$59.50



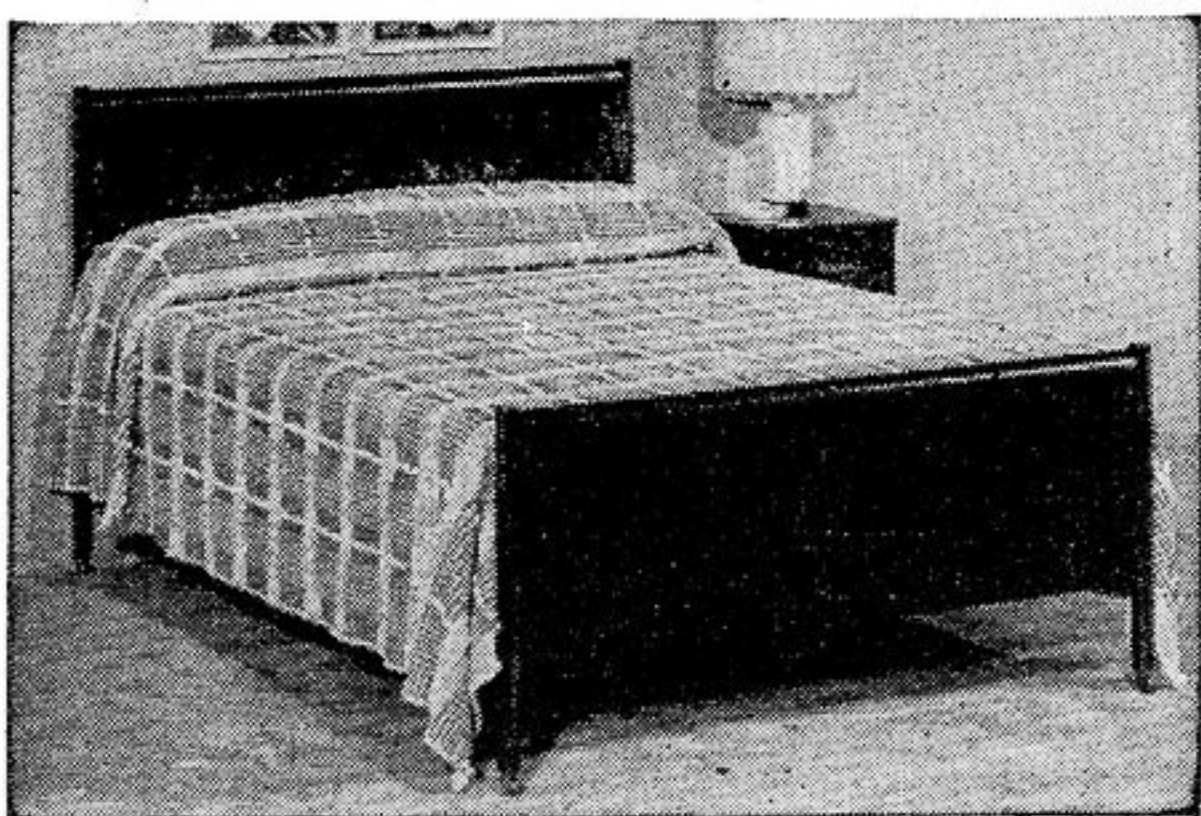
Simmons "Deep Sleep" COIL SPRING

Use with innerspring or other type mattress on metal or wood beds. Wide, flat, steel bands across tops of steel coils interlock and form platform top. Double deck coils (closely wound at center) give great resiliency and strength. 90 coils in full size (fewer in twin). All cross-tied at top with small helical coils to permit each large coil to flex separately.

Two side stabilizers prevent side-sway. Heavy angle steel base and top border frame with smooth rounded corners. Modern aluminum finish. Full size (54 in. wide) or Twin size (39 in.). State size.

1441 Shipped Prepaid \$22.75

SIMMONS MODERN PANEL METAL BED



Its streamlined simplicity lends itself charmingly to any modern bedroom. Panels have beautiful semi-waterfall tops. Simulated blended walnut finish. 38-in. headboard, 24-in. footboard. Four casters, metal side rails. For coil or box spring. Finished completely in rust-proof, baked-on enamel. (Spread and furnishings not included). Full size (54 in. wide) or Twin size (39 in. wide). State size.

1858—Shipping weight: Full size, 50 lbs. —
Twin size, 42 lbs. \$14.95

SIMMONS ELECTRONIC BLANKET

The World's First and Only

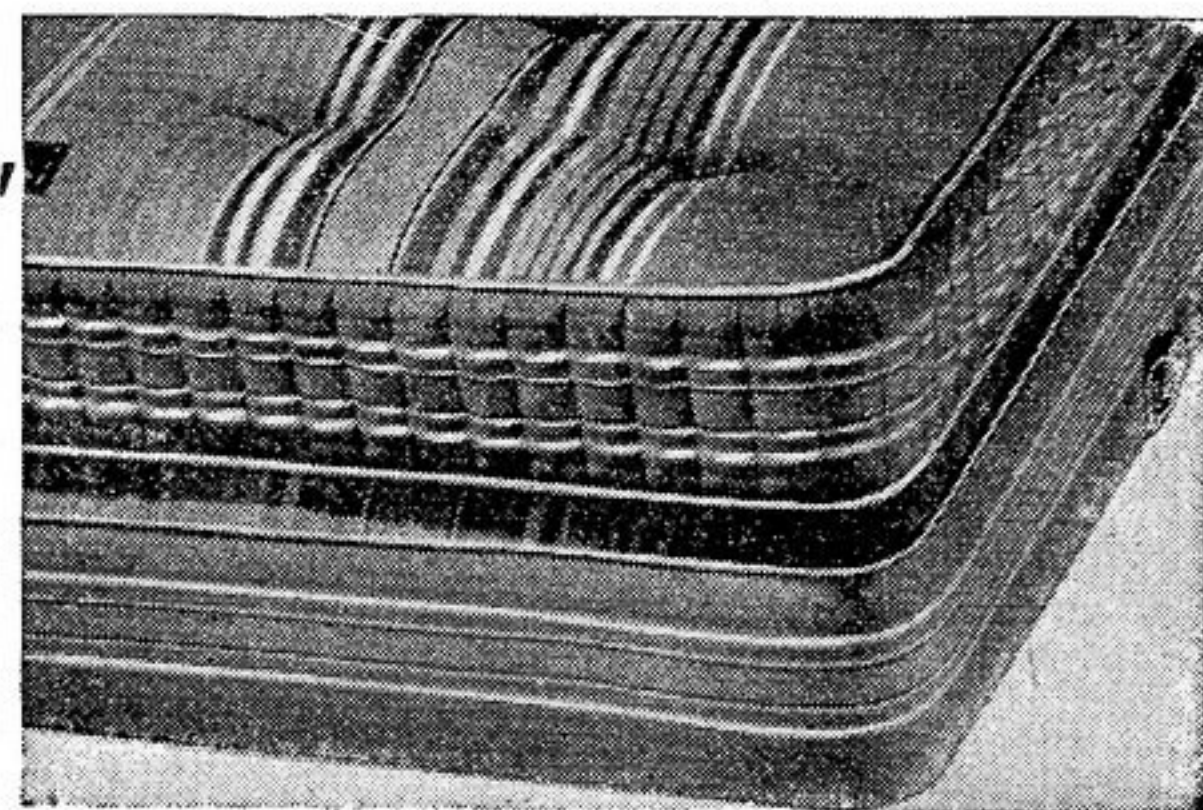
"Simmons" differs from other electric blankets in that it maintains

the exact desired temperature UNDER the blanket regardless of rise or fall of room temperatures. No more icy sheets! Prewarm your bed and you can instantly relax. Simmons' exclusive electronic control "feels" blanket's temperature all night. Weighs no more than an ordinary blanket — gives many times its warmth. Size: 72 x 86 inches. Includes blanket, control unit, complete cord set. Colors: Blue, cedar, rose, peach, green. State color.



5466 Postpaid \$41.87

SIMMONS "Deep Sleep" Innerspring MATTRESS and Box Spring



Simmons "Deep Sleep" Mattress — delightfully soft, comfortable! 312-coil, flexible, innerspring unit in full size (54 in. wide) — fewer in twin size (39 in.). Adjusts to every line and curve of your body — giving perfect sleeping comfort. Designed not only for comfort, but strenuous service and longer wear. Spring unit softly padded with cotton felt and sisal. Covered with high grade, woven-stripe ticking. Flat button tufts. Stitched, pre-built, non-sag border with French taped edges. 8 metal air vents, 4 cord handles for easy turning.

Colors: Rose or blue. Choice of Full size (54 in. wide) or Twin size (39 in. wide). State size and color.

5114—"Deep Sleep" Mattress Shipped Prepaid \$39.50

Simmons "Deep Sleep" Box Spring. Give your mattress built-in, level-surface support with this fine box spring. 88 steel coils in full size — fewer in twin size. Very resilient and buoyant. Upholstered with cotton and sisal padding. Ticking to match Mattress 5114.

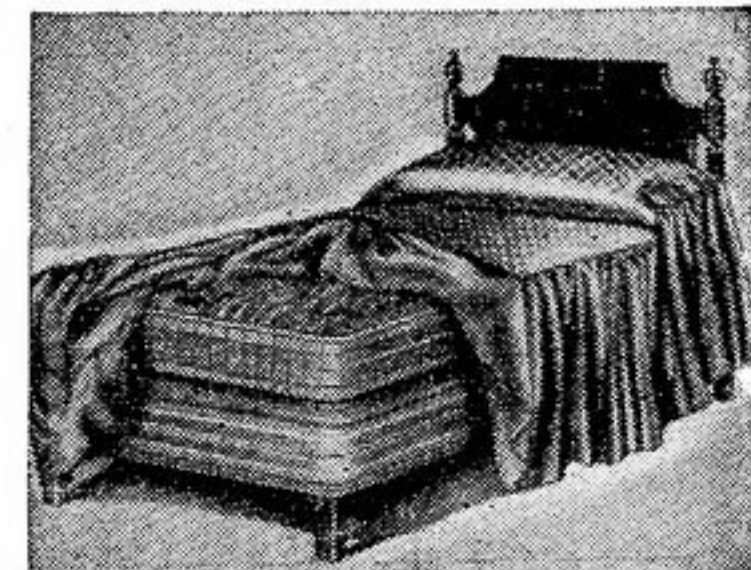
Colors: Rose or blue. Choice of Full size (54 in. wide) or Twin size (39 in. wide). State color and size.

5115—"Deep Sleep" Box Spring Shipped Prepaid \$39.50

Poster-style Headboard and Legs for SIMMONS DECORATOR BED ENSEMBLE

Poster style headboard complete with brackets for attaching to above box spring, and 4 wooden legs for attaching to center and foot of box spring. Mahogany finish. Height of headboard 39 in. Height of bed 21 in. (Spread and pillows pictured are not included).

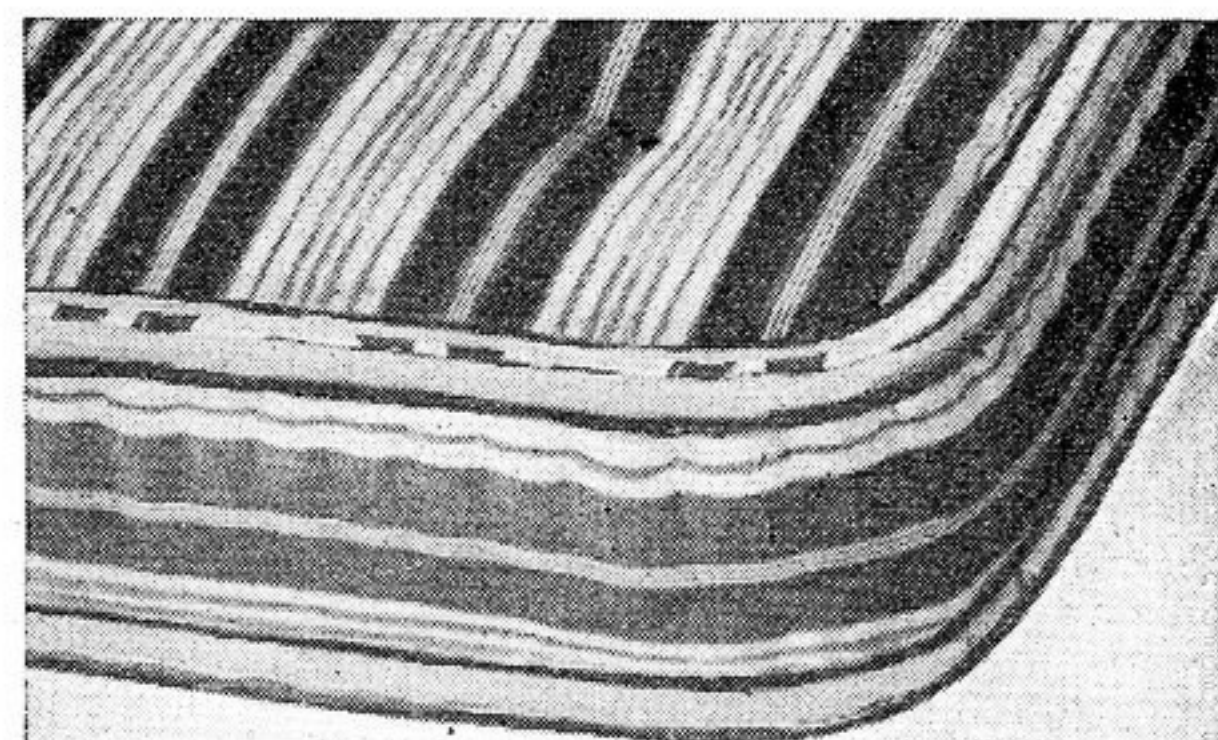
Use with above mattress and spring for a handsome and comfortable bed in the modern "Princess" style which is so fashionright now. Choice of Full size (54 in. wide) or Twin size (39 in. wide). State size.



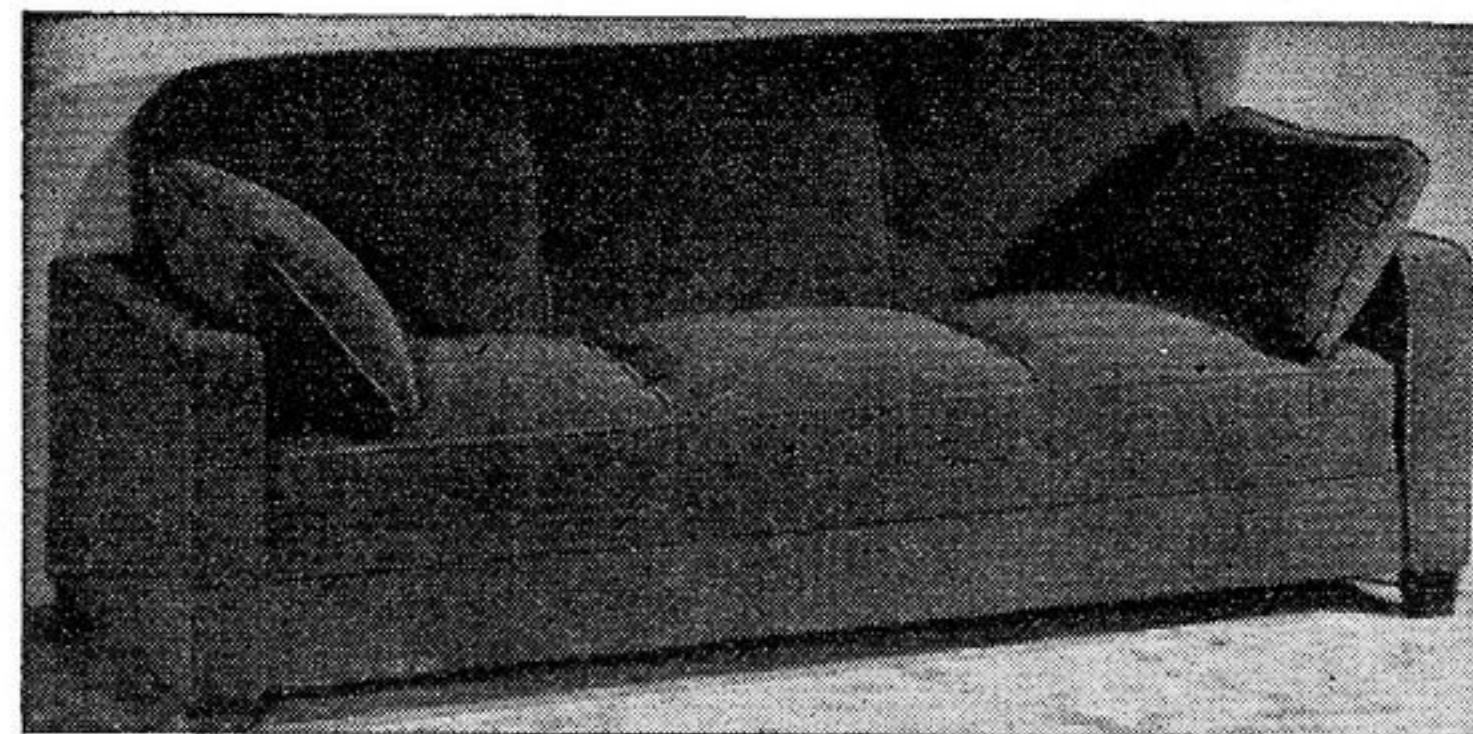
5116—Shipping weight: Full size, 32 lbs. —
Twin size, 26 lbs. \$21.50

Simmons Inner-Spring Mattress

A wonderfully comfortable, long-wearing mattress! 210-coil, innerspring unit in full size (fewer in twin size), softly padded with felt and sisal. Covered with fine quality, woven-stripe ticking in attractive rose and tan stripe. Button tufts. Rolled edges. Equipped with 4 air vents and 4 handles for easy turning.



Choice of Full size (54 in. wide) or Twin size (39 in.). State size.
1094—Mattress . . . Shipping weight: Full size, 65 lbs. —
Twin size, 46 lbs. \$26.75



For Daytime
Comfort and
Beauty!

For Night-
time Rest!

SIMMONS "WESTMINSTER" LOUNGE

You can convert this beautiful lounge into a bed easily and quickly. Merely lift the seat and pull forward. Back automatically glides into horizontal position, forming a full double-size, comfortable bed, 44 in. wide. Bedding compartment in base. Has innerspring mattress in seat and back, and no-sag springs. Fully upholstered arms. Single welt 3-cushion effect. Walnut-finish wood feet. Includes two cotton-filled, loose pillows. Covered with fine grade studio cloth. Outside of back covered so that lounge may be used in any position. Seat: 21 in. deep and 73 in. long between arms. Wine, blue or turquoise. State color.

4178—Shipped Prepaid \$99.50



VANITY LAMPS

Charmingly different! Highly-polished solid-brass bases with swirled glass fonts, gold-color paper parchment shades. 17 in. high. 9 1/4-in. shades with design in tracery effect; white inside. With cord set; bulbs not included. Mlg. wt. 5 1/2 lbs.

3572 Pair, \$8.95

HURRICANE LAMPS

A pair of these slender lamps, with their soft glow, changes the entire atmosphere of a room — lends a refreshingly-modern touch. Highly-polished solid-brass bases; frosted glass shades. 13 3/4 in. high. With cord set. Mlg. wt. 4 1/2 lbs.

5133 Pair, \$10.00

CHINA TABLE LAMP

China vase-type standard — gold-fired, petit-point design on delicate ivory tone.

Brass-plated, cast-metal base, 16-in., decorative, ivory rayon shade with fancy braid. Sheds a soft, pretty light. With cord and plug; bulb not included. Over-all height, 21 1/4 in.

3790—Mlg. wt. 9 1/2 lbs. \$10.50

"CERTIFIED" TABLE LAMP

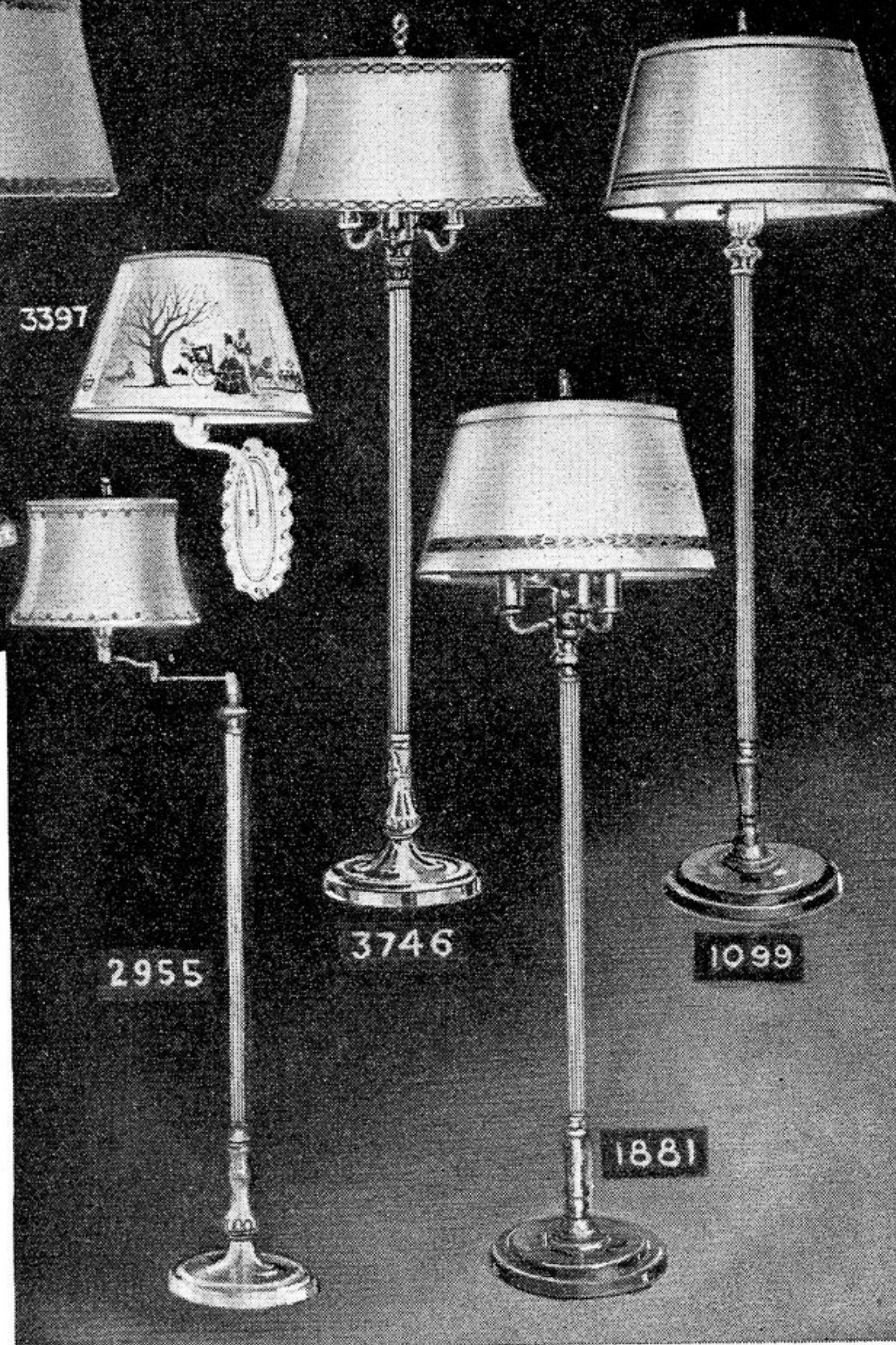
Famous "Certified" reflector lamp—glass diffusing bowl with metal reflector top, insures equally satisfactory lighting for reading and general use. Two degrees of light. Reeded bronze-plated column — 16-in. shade of pigskin-design paper-parchment in beige-and-gold; white lining. 27 in. high.

1889—Mlg. wt. 14 lbs. \$12.50

Wall Lamp

One of the loveliest — for kitchen, bedroom, sewing room — anywhere. Bracket and mountings in ivory and brown — 10-in., ivory, paper - parchment shade with "Sunday in the Park" decoration. Has "Stay-straight" bracket; 6-in., plastic reflector. Height, 14 in. Mlg. wt. 3 lbs.

3397 .. \$2.95



BEAUTIFUL REFLECTOR FLOOR LAMPS — for better lighting

Beautiful lamps to complement the smartest furnishings. They cast soft diffused light with minimum of glare and shadow — maximum of lighting efficiency. Bulbs not included. Cellophane-wrapped shades.

6-WAY FLOOR LAMPS — smartly styled

10-in., white glass reflector bowl — equipped with mogul socket for 100, 200, 300-watt bulb (not included). Three degrees of light — ranging from soft glow to brilliant intensity. Also 3 candle arms for standard bulbs. Light the bulbs singly, in pairs, all together, or with reflector bulb. 61 in. high.

Cast-metal base with tubular, reeded column in hi-lighted bronze plate — matches Bridge Lamp 2955. Handsewn, 19-in. shade of eggshell Celanese-rayon taffeta, 2-tone ribbon — braid trim.

3746—Shpg. wt. 24 lbs. \$21.00

Base and fluted column in bronze and gold-color finish. 19-in. eggshell paper parchment shade with graceful scroll design. This lovely lamp will enhance the beauty of any room.

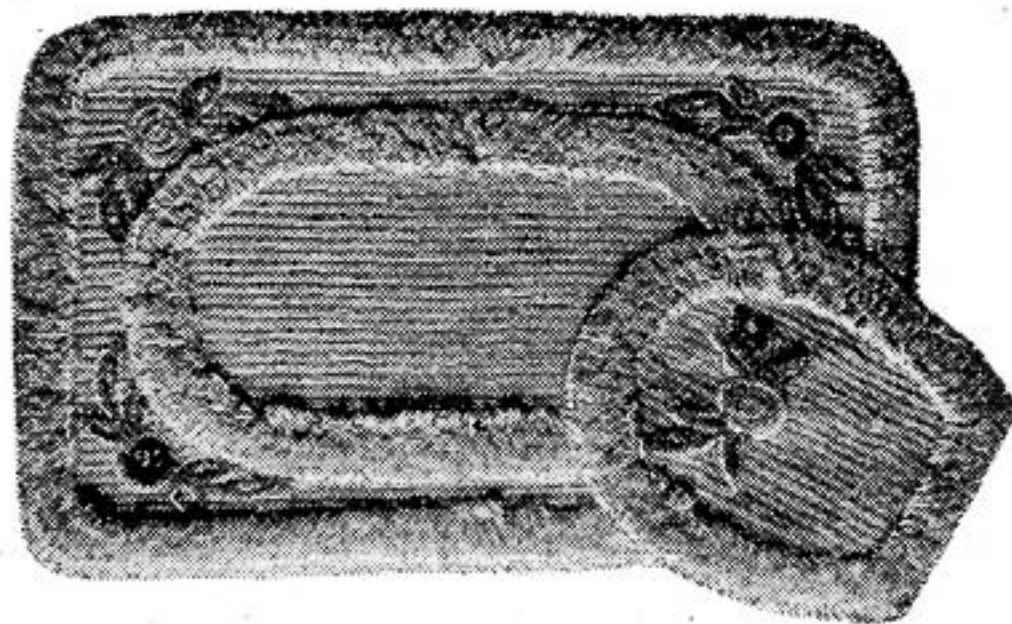
1881—Shpg. wt. 22 lbs. \$12.95

3-WAY FLOOR LAMP — 61 in. high. Mogul socket for 3-way bulb as in 1881 — same base, too. Parchment paper, 19-in. shade — eggshell with striped border.

1099—Shpg. wt. 22 lbs. \$10.95

SWING-ARM BRIDGE — with 3-way lighting. Takes 50, 100, 150-watt bulb (not furnished). 55 in. high. Reeded, tubular column in hi-lighted bronze plate — matches Floor Lamp 3746. 8-in. reflector with 13-in., hand-sewn, lined shade — eggshell Celanese-rayon taffeta, 2-tone ribbon braid.

2955—Shpg. wt. 18 lbs. \$21.00



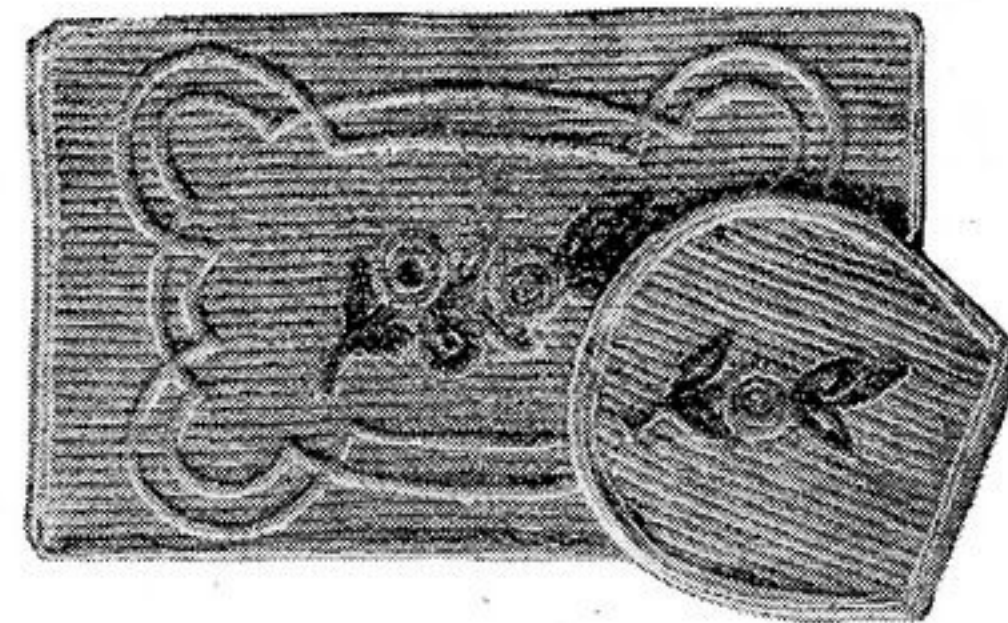
Colorful Chenille Bath Sets

Extra-thick, deep tufts of washable, bunny-soft chenille with shag border. Pastels with multicolor motif. 24 x 36-in. mat made on pre-shrunk duck; drawstring lid cover. Blue, gold, green, or rose. State color.

7289—Mlg. wt. 2 lbs. \$3.85

A surprisingly - big value! Made well, closely tufted, washable. Fast-color chenille on heavy duck. 20 x 33-in. mat; drawstring lid cover. Blue, gold, green, rose — contrasting design on pastel tones. State color.

3146 Mlg. wt. 1 lb. 6 oz. \$2.35



REVERSIBLE PLAID RUG

Heavy cotton yarns woven "rag carpet" style. Knotted fringe ends. Lies flat — 24 x 48-in. Blue, green, or wine — dark and light tones combined. Washable. State color.

7968—Mlg. wt. 2 1/2 lbs. \$2.65

BRAIDED RAG RUGS

Woven of multicolor rags, braided around strong filler. Can not ravel — lies flat. Reversible — washable. Blue, green, rose, or red. State color.

7780—22 x 36-in. \$1.65

Mlg. wt. 2 1/2 lbs.

7781—22 x 44-in. \$2.15

Mlg. wt. 3 lbs.

30 x 60-in. SHAG RUG

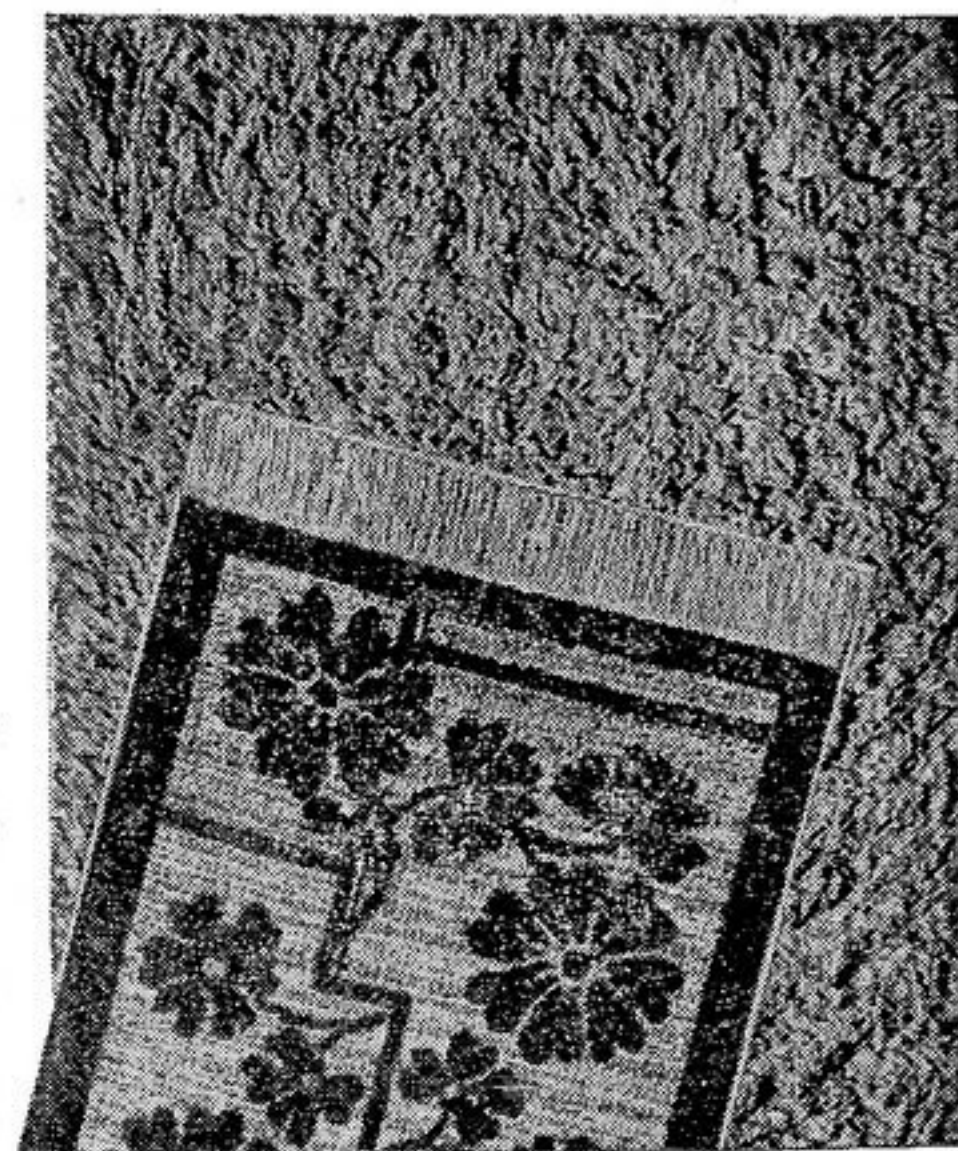
Extra-large scatter rug to use anywhere in your home. Long loops of fast-color, cotton yarns tufted on pre-shrunk, heavy duck. Made for service. Washable — may be boiled. Exquisite shades of blue, dusty rose, green. State color.

3750—Mlg. wt. 3 1/2 lbs. \$5.50

FRINGED CHENILLE RUG

Raised floral pattern and border lend embossed effect. Reversible, with self-fringe ends. Nice weight; well made of cotton yarns. Washable. 22 x 44 in. Delft blue, green, or rose. State color.

1419—Mlg. wt. 2 lbs. \$3.65

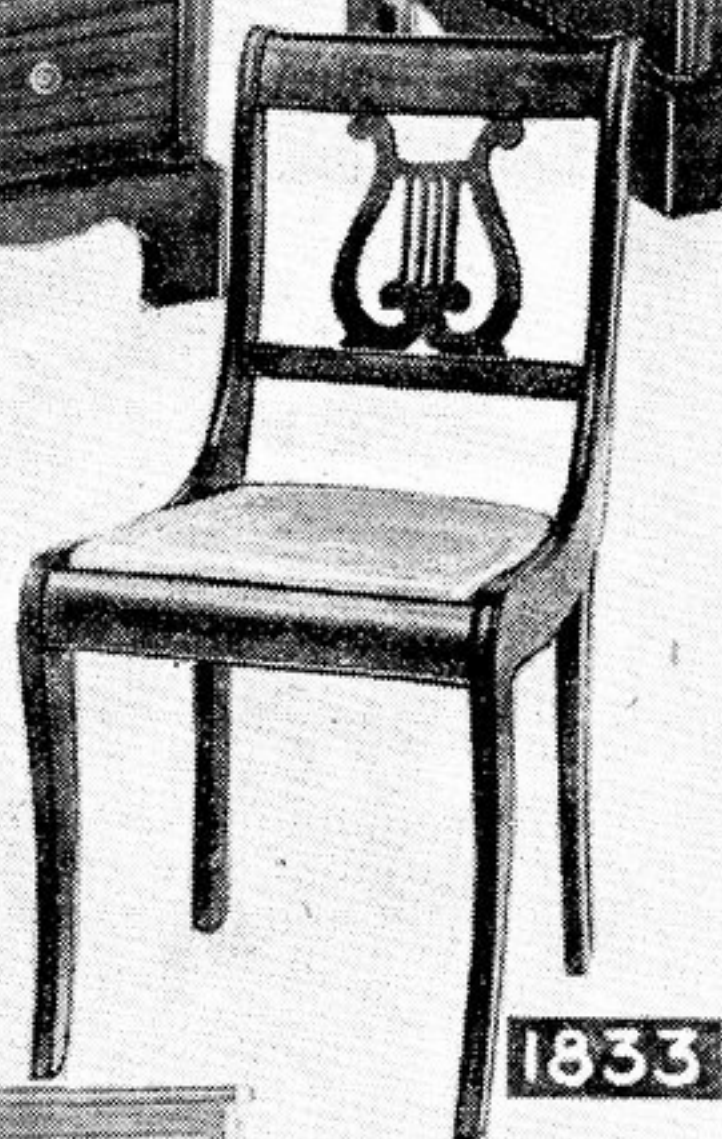




2475



4612



1833



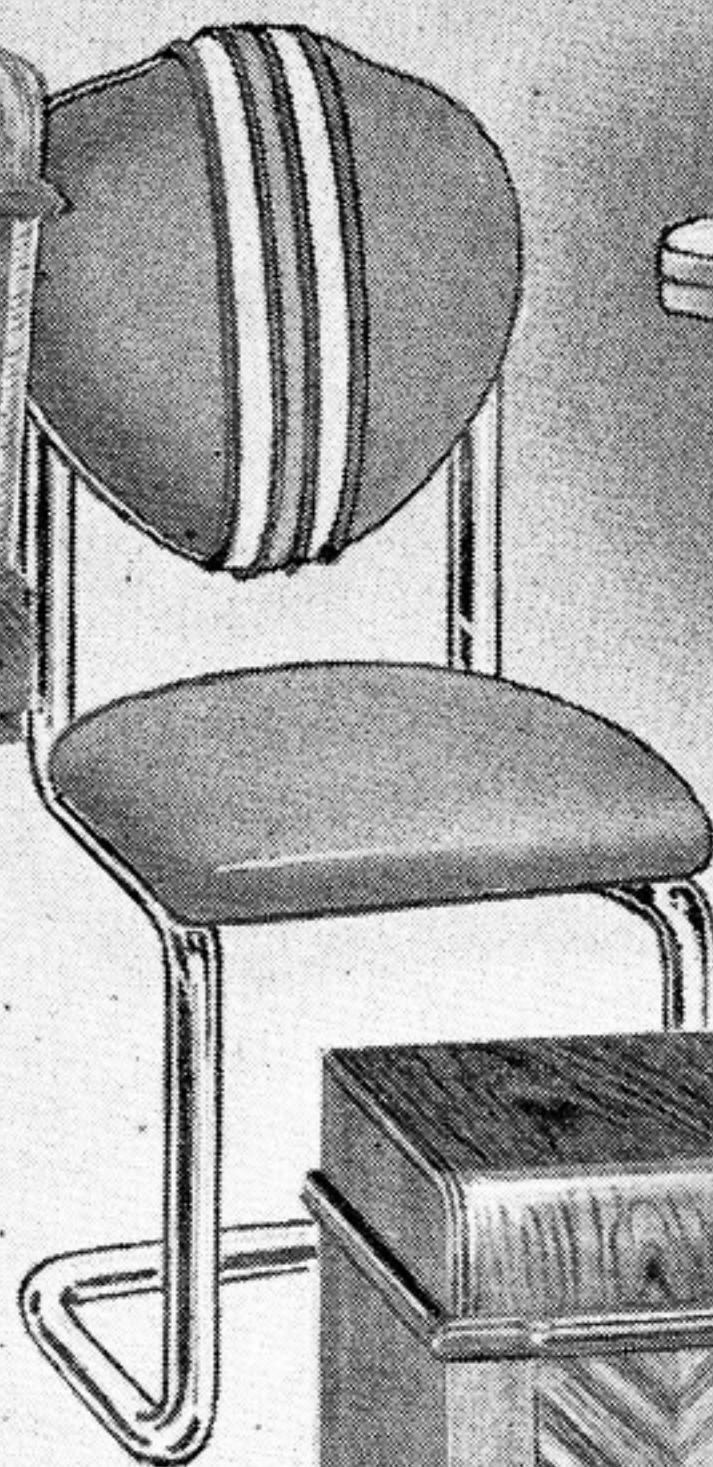
7286



7285



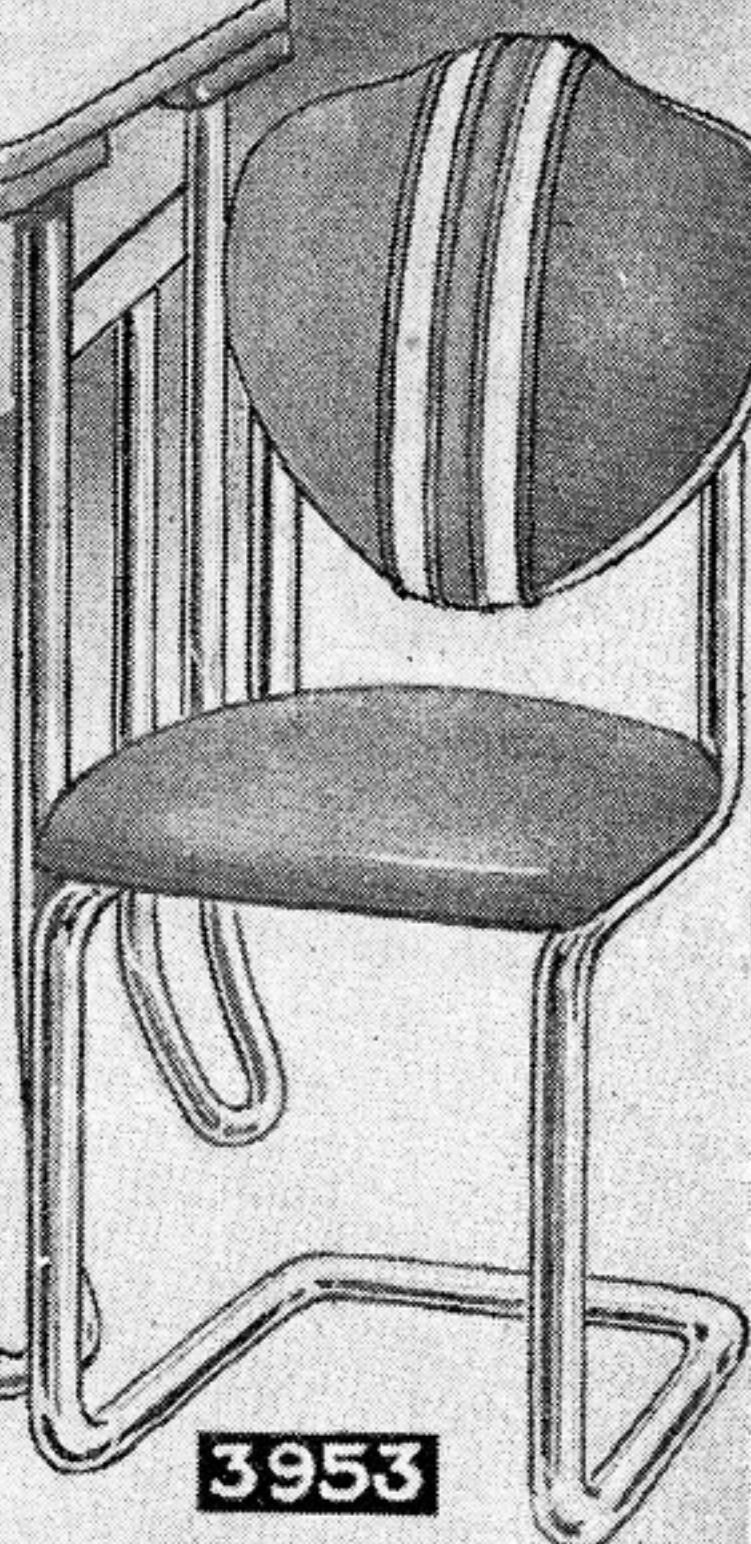
7284



3952



1868



3953

18th CENTURY KNEEHOLE DESK

Charming with modern or antique furniture — use it in living room, study, or bedroom. Deep drawers at base on each side are ideal for your correspondence files. Top and drawer fronts are mahogany veneer — balance is cabinet wood. Entire desk finished with Dupont brown mahogany lacquer. Bevel-front drawers — 7 in 9-drawer effect, wooden pulls. Top 21 x 42-in. 30 in. high. (Accessories pictured not furnished).

4612—Shpg. wt. 90 lbs.\$54.50

18th CENTURY CHAIR

A wise choice for use with Desk No. 4612 above. Also smart as an occasional chair for living-room, boudoir, or hall — or use four to make up your own dinette set. Mahogany-finished cabinet wood. Removable, padded seat, 14½ x 16-in. — ivory, imitation leather covering. Height, 31½ in.

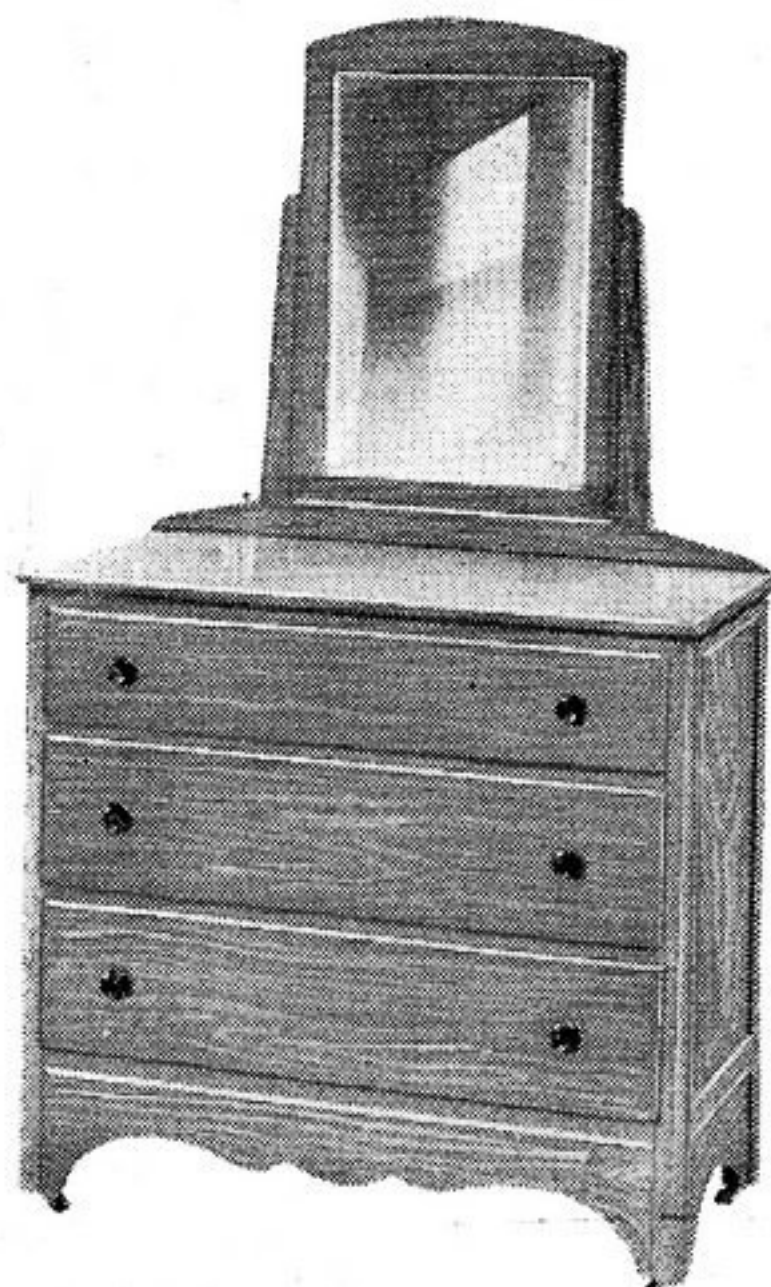
1833—Shpg. wt. 11 lbs.\$10.00

CHESTS OF DRAWERS — 3 Sizes

Large, roomy chests with ample storage space. Handsome walnut or maple finish. Full framed-in sides, with 3-ply wood side-panels, back, and drawer bottom. Solid top and drawer fronts. Wood knobs. Well constructed. With casters. Top 15¼ in. deep, x 27½ in. wide. Shpg. from Richmond, Ind.

Always State Finish Desired

Chest No.	No. of Drawers	Height	Shpg. Wt.	Price
7286	Six	49 in.	77 lbs.	\$27.50
7285	Five	43 in.	65 lbs.	24.75
7284	Four	40 in.	52 lbs.	22.75



DRESSER with Mirror

Designed on simple, modern lines to harmonize with most any furnishings. Cabinet wood with plastic pulls. Three deep, smoothly-guided drawers — 36¾ x 17¾-in. top. Complete with 16 x 24-in., clear, plate-glass mirror. Over-all height 35¼ in. Shpg. from Richmond, Ind. Shpg. wt. 70 lbs.

Rich Maple or Walnut finish. State finish.

3791\$32.50

BREAKFAST SET

Tubular Steel! Red-and-White!

Will modernize your kitchen! Smooth, chrome-plated, tubular-steel table legs and chair frames that are so easily kept gleaming. Popular white with bright-red. Shipped from Tonawanda, N. Y.

TABLE

25 x 40-in., white porcelain top, red edge. Opens to 40 x 45 in. Two extension leaves. Wood skirting; cutlery drawer. Shipped K.D. Shpg. wt. 70 lbs.

3952\$34.50

CHAIRS

Heavily-padded, 15 x 13½-in. seats and backs in durable, red-and-white leatherette. Comfortable chairs. 33 in. high. Shpg. wt. 24 lbs.

3953..2 Chairs, \$18.00

"ROOS" CEDAR CHESTS

Smart in design — genuine wood veneers for waterfall exteriors — ¾-inch thick cedar interiors — super-seal lids — hand-rubbed piano finish. Each fitted with spacious, removable utility tray you'll appreciate. \$250 moth insurance policy with each chest. Shipped from Forest Park, Ill.

(Left Above)

Handsome front has center panel of cathedral-matched Claro walnut bordered with figured Oriental wood — side panels of American walnut match top. Base is American walnut with figured Oriental-wood. 48 in. long, 19 in. wide, 22½ in. high. Shpg. wt. 95 lbs.

2475\$56.50

(Center Above)

Beautiful design! Front has 4-way matched butt walnut with end panel of V-matched Oriental wood, and American walnut. Lid of American walnut and base of V-matched Oriental wood and American walnut. 48 in. long, 19 in. wide, 21 in. high. Shpg. wt. 95 lbs.

1868\$59.50

WARDROBE

Double doors, each with its own lock and key! Inside height is 57 in. Over-all size: 21½ x 38 — 63½ in. high.

Place this fine wardrobe wherever you need extra closet space. Well-made of cabinet wood.

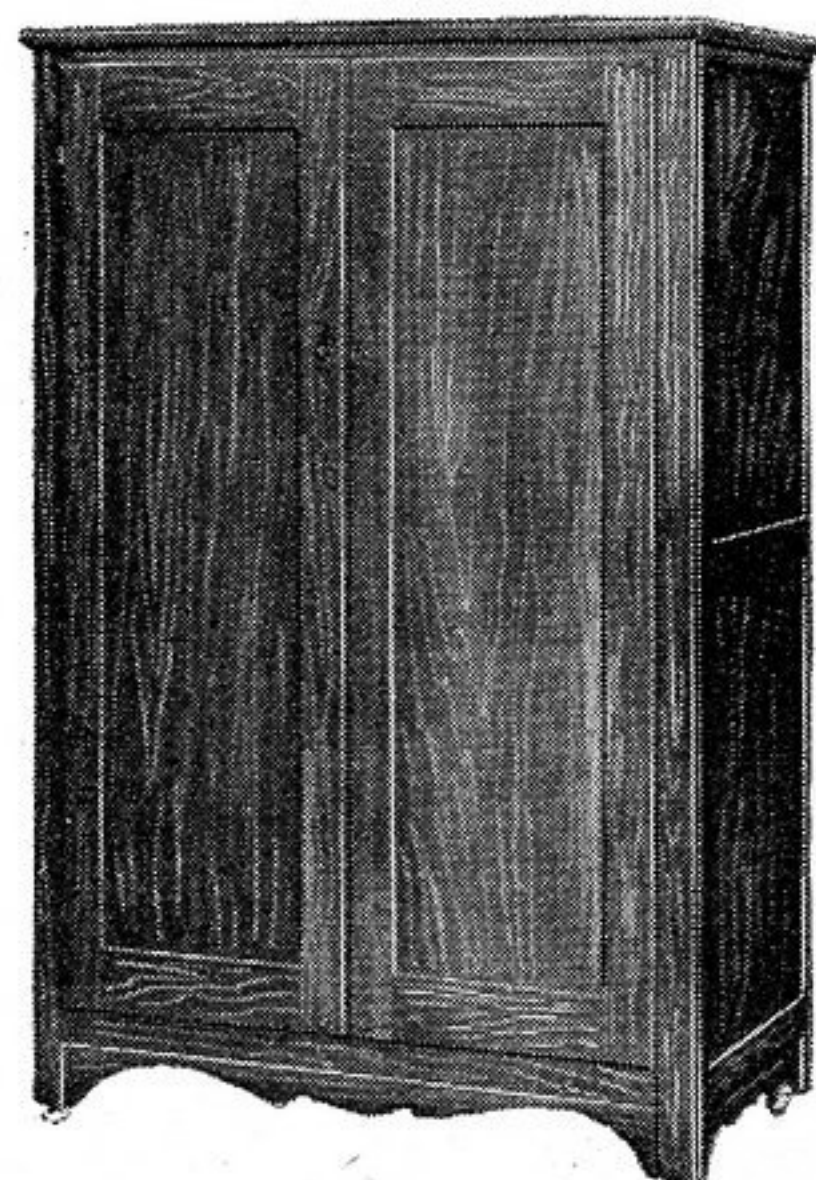
Shpg. from Richmond, Ind. Shpg. wt. 76 lbs.

Maple or Walnut finish. State choice.

3185\$37.50

With Single Door. Same as 3185 except 25 in. wide. Shpg. wt. 60 lbs.

3573\$29.50





TAPESTRY EASY-TILT CHAIR

Slight pressure tilts chair to desired angle for solid comfort. Spring-filled seat cushion and back. "No-Sag" spring base. Comfortable padded arms with attractive knuckle ends. Wood parts in rich walnut finish. Overall size: 32 in. wide, 34 in. high. Seat 22 in. x 23 in. Covered with beautiful cotton tapestry in taupe, blue or wine. Shipped from Medina, N. Y. Shpg. wt. 80 lbs.

3023—State color..\$49.50

MATCHING OTTOMAN

Matches Chair 3023. Curved top — soft cotton filling. 17 in. wide, 19 in. long. Blue, taupe, or wine tapestry. Shipped from Medina, N. Y. Shpg. wt. 15 lbs.

3024—State color..\$10.00

WING-BACK LOUNGE CHAIR

Large, roomy type of fireside lounge chair with walnut-finish Queen Anne legs. "No-Sag" spring base for unexcelled comfort — a chair built to "take it."

Removable, reversible, spring-filled seat cushion — spring-filled back. Upholstered in cotton tapestry — an exquisite floral pattern in blue, taupe, or wine.

19 x 21-in. seat. Over-all height, 37½ in.; width 30 in. Shipped from Medina, N. Y. Shpg. wt. 80 lbs.

State color.

4616 \$46.50

MATCHING CHAIR AND ROCKER with Sag-proof Spring Base

Same style, size, construction — same rich, beautiful tapestry. Designed for utmost in comfort and long life. "Sag-proof" spring base with soft, deep, spring-filled cushions and backs. Upholstered in high-grade cotton tapestry.

Both chair and rocker are 36 in. high and 29 in. wide — with seat 21 in. wide, 25 in. deep. Both match Footstool 71216 below. Wood parts in beautiful walnut finish.

PLATFORM ROCKER LOUNGE CHAIR

Blue or burgundy. Blue or burgundy. State color. Shipped from Medina, N. Y. Shpg. wt. 65 lbs.

4606 \$45.00 71215 \$42.50

PILLOW-TOP FOOTSTOOL

Matches Chair and Rocker Above

Upholstered in the same lovely cotton tapestry. Sturdy — webbing constructed, with soft, cotton-filled pillow top. 16 x 21-in. — 14 in. high. Shipped from Medina, N. Y. Shpg. wt. 15 lbs.

71216—Blue or Burgundy. State color..\$13.50

HI-BACK ROCKER — Designed for Comfort!

High enough to let you rest your head — a comfort seldom realized! 19 x 19-in., "No-Sag" spring seat. Floral-design, woven, cotton tapestry. Solid hardwood construction — visible parts walnut-finished. 43 in. high — width, 24 in. Shipped from Medina, N. Y. Shpg. wt. 38 lbs.

71214—Beige, Delft Blue, or Rose. State color.\$22.50

GOVERNOR WINTHROP SECRETARY

Desk and Bookcase Combined

Early American design with "13 States" grille on doors. Three curved, double, serpentine-front drawers with brass pulls. Drawer fronts and drop lid in mahogany veneer — balance in the fine-grained cabinet wood — mahogany finish. Four claw-and-ball feet.

Interior has one drawer, 6 compartments for stationery, letters, etc. — 28½ x 26-in. drop-front writing bed. Overall size: 80 in. high, 31 in. wide, 17 in. deep. Bookcase section 27½ in. high, 7¼ in. deep. (Accessories and books pictured, not furnished). Shpd. from Monmouth, Ill.

5358—Shpg. wt. 125 lbs..\$79.50

Governor Winthrop Desk

Same as 5358 except without bookcase section. Shipped from Monmouth, Ill.

3337—Shpg. wt. 90 lbs....\$65.00

OCCASIONAL TABLES

Distinctively Styled! Well Made!

Attractive, matched veneer tops with light and dark panels and marquetry strips. Hardwood, hand rubbed—mahogany-finished frames. Tops framed with decorative, raised gallery. Tapered legs.

LAMP TABLE. Charming in living room, den or bedroom. Lower shelf for books, magazines. Square top, 17 x 17 in. 26½ in. high.

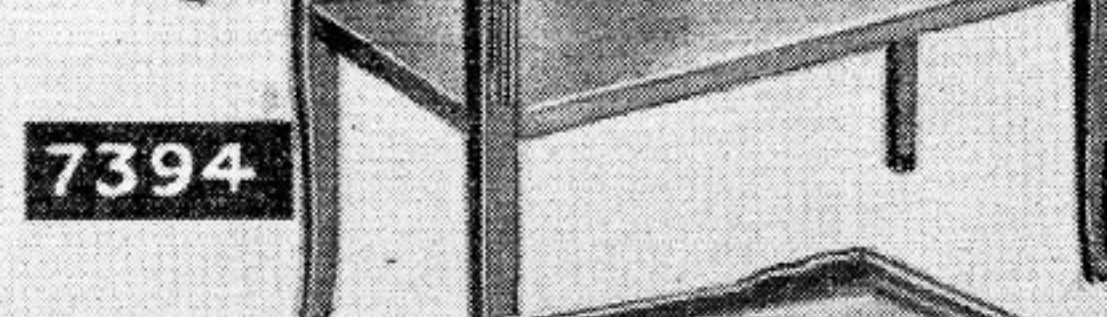
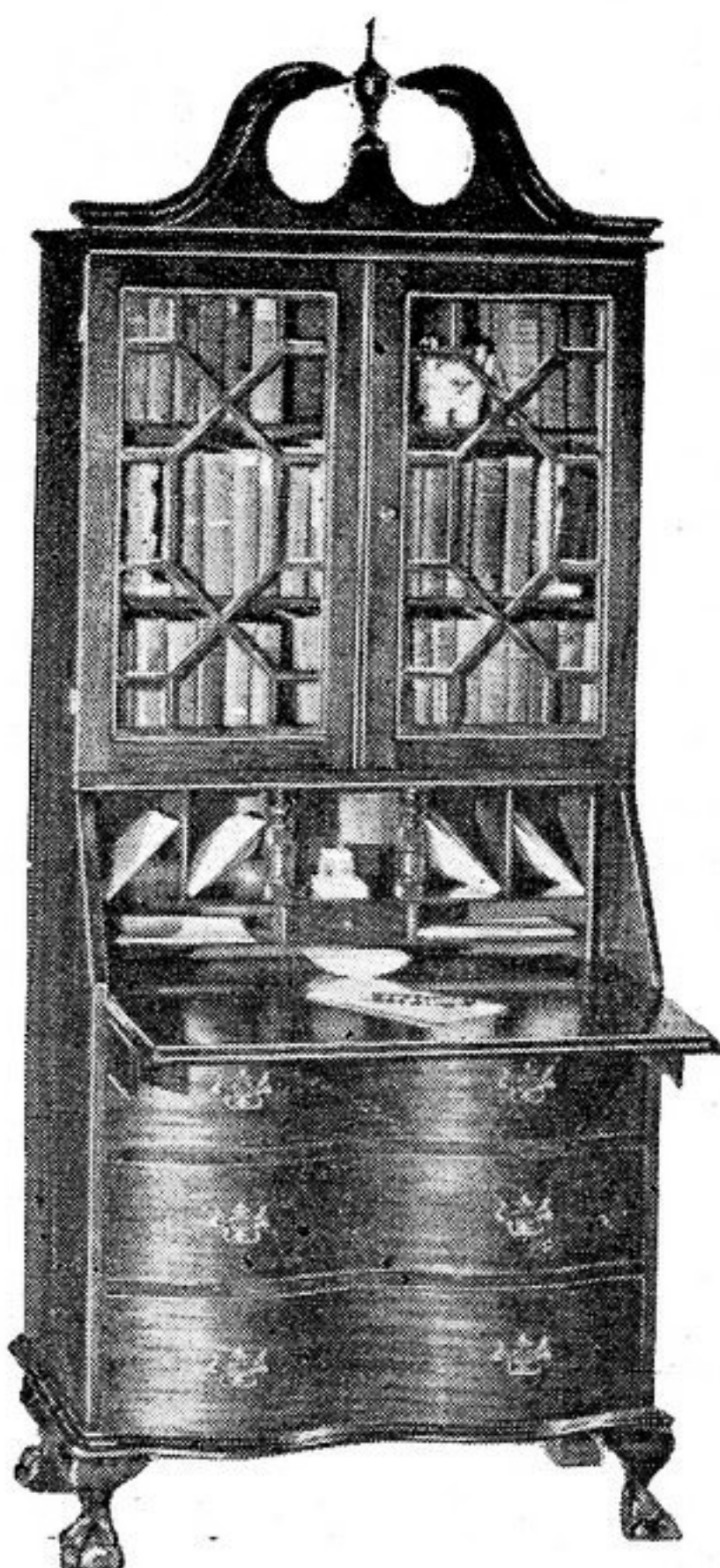
7395—Shpg. wt. 16 lbs....\$11.50

END TABLE. Perfect at each end of sofa, or beside lounge chair. Lower shelf. Top 13 x 24 in. 22½ in. high.

7394—Shpg. wt. 16 lbs....\$11.50

COCKTAIL TABLE. Place before sofa or fireplace in living room. Removable glass inset protects top from stains or burns. Top 16 x 34 in. 17½ in. high.

7396—Shpg. wt. 19 lbs....\$12.75





SIMULATED PEARLS

to wear with everything!

Beautifully graduated, lustrous. Sterling-silver filigree clasps. Gift-boxed. Mlg. wt. Necklaces, 8 oz.—Earrings, 5 oz.

1-strand Necklace

5143 \$1.25
Federal Tax..25c

2-strand Necklace

5144 \$2.50
Federal Tax..50c

3-strand Necklace

5145 \$3.50
Federal Tax..70c

Screw-back Earrings

5146 Pr. \$1.00
Federal Tax..20c

TIE KLIP

Simulated Pearl Trim

"The Arrow," by Swank. Gold-plated, bright finish; 3 in. long. Gift-boxed. Mlg. wt. 3 oz.

4132 \$2.50
Federal Tax..50c

BIB NECKLACE

12 strands of tiny gold-color metal beads that hang soft and pretty. Perfect with simple tailored dresses, blouses. Mlg. wt. 8 oz.

2469 \$1.95
Federal Tax..39c

TULIP SET

with Shell Pearls

Shell pearls in assorted pastels against the deep-toned, rich, polished brass of the tulip-shaped mountings. You will want a set of this "different" costume jewelry for yourself — some for gifts. Pin is 2½ in. long; safety clasp. Screw-type earrings. Boxed. Mlg. wt. 8 oz.

4628 \$1.95
Federal Tax..39c

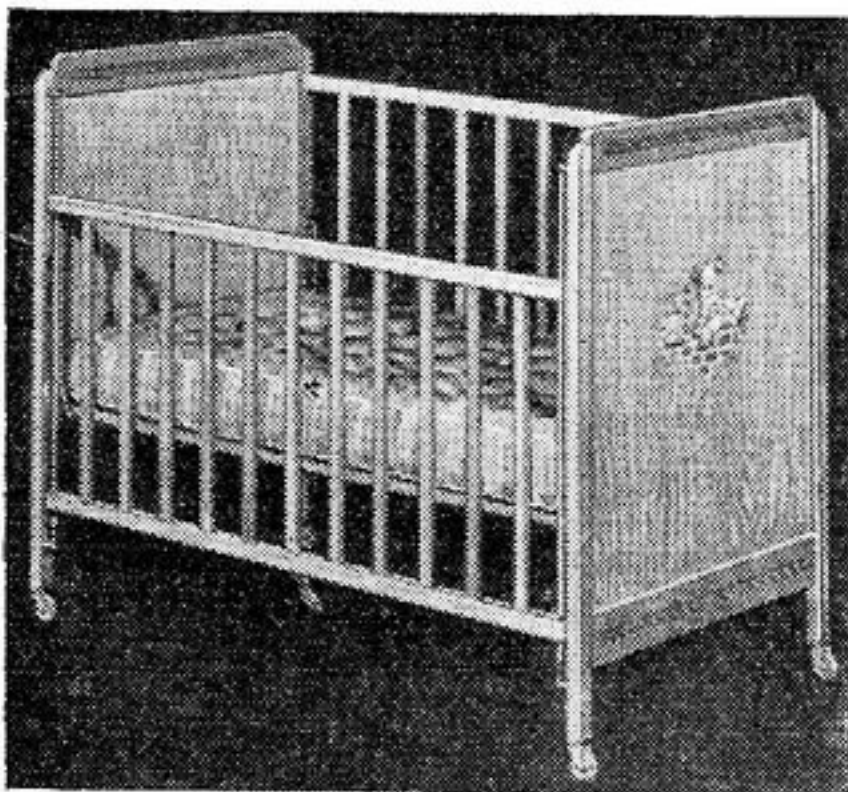
RHINESTONES — for glamour

Effective whether you're wearing one piece or a complete set! Sparkling jewelry that makes a most impressive gift — neatly gift-boxed. Hand-pronged, beautifully-clear rhinestones securely hand-set in rhodium for extra sparkle.

Necklace and bracelet, with snap catches, are about ½ in. wide. Pendant has silver-plated, very fine chain. Earrings are screw-back type — one huge center stone surrounded by 12 small stones. Mlg. wt. 5 oz. each.

Item	Price	Federal Tax
4046—14-in. Necklace	\$3.50	\$.70
4047—7-in. Bracelet	1.95	.39
4048—Earrings, pair	1.00	.20
3989—Pendant	1.95	.39

EVERYTHING FOR BABY'S COMFORT!



"SIMMONS" CRIB

Hardwood — wax birch or maple finish. Drop-side with safety pedal release; rubber casters. Steel-frame spring with helical coil springs each end. Size: 37 x 54 in. — ends, 42 in. high. Shpg. wt. 50 lbs.

State finish.

3755 \$33.75

CRIB MATTRESS

Simmons "Baby Beauty" Innerspring. Fits Crib 3755 — blue or rose wet-proof ticking. State color.

4627—Prepaid \$16.50



5173 State finish \$32.50

COLLAPSIBLE BATHINETTE

Fingertip Operated! Safe! Handy!

Waterproof, Vinyl plastic tub. Baby spray fills it — drain tube empties it. Hammock headrest holds babe's head during bath. Soft, flexible table-top for dressing, powdering — strap holds baby safely. Cretonne pockets for powder, pins — everything. White-enameled wood frame — folds flat. 35 in. high; top, 35 x 20½ in.

2479—Shpg. wt. 20 lbs. \$14.95

DE LUXE TAYLOR TOT

WALKER STROLLER

Push-handle
Accommodates
Packages



Ball-bearing, rubber-tired, 5½-in., steel disc wheels. Shock absorber springs.

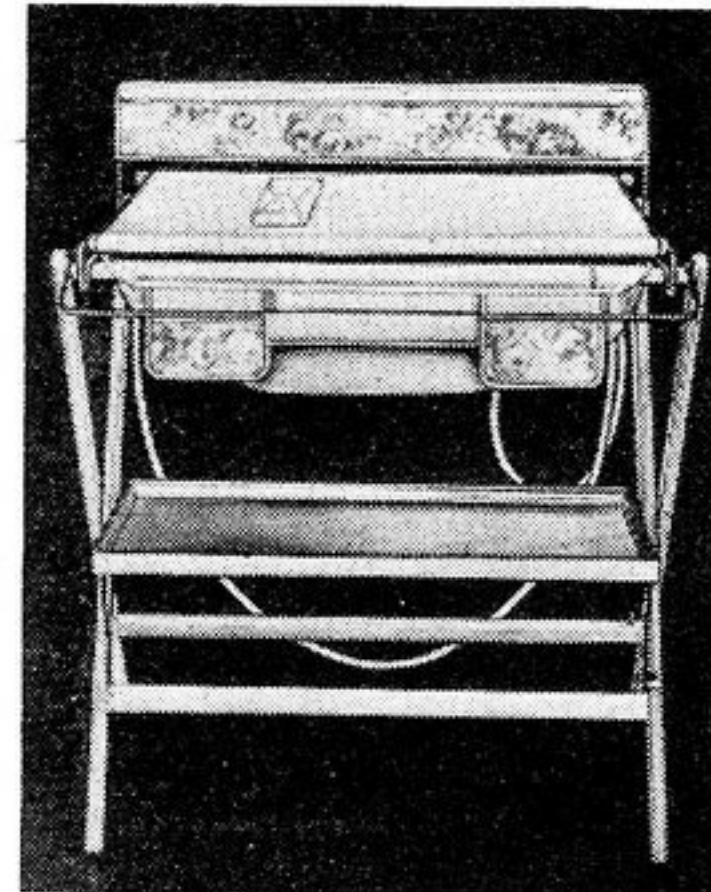
Rubber-covered steel bumpers front and rear protect furniture. Shaped steel; removable foot rest. Play Tray — brightly colored beads. Back rest — perforated steel with rubber-covered supporting ring. Comfortably shaped seat board.

Size — 25 in. long, 18½ in. wide. Removable, 36 in. push handle. Finish — high gloss, blue and ivory baked enamel. Shipped K.D.

4353 Shpg. wt. 18 lbs. \$8.50

Child's WARDROBE-CHEST

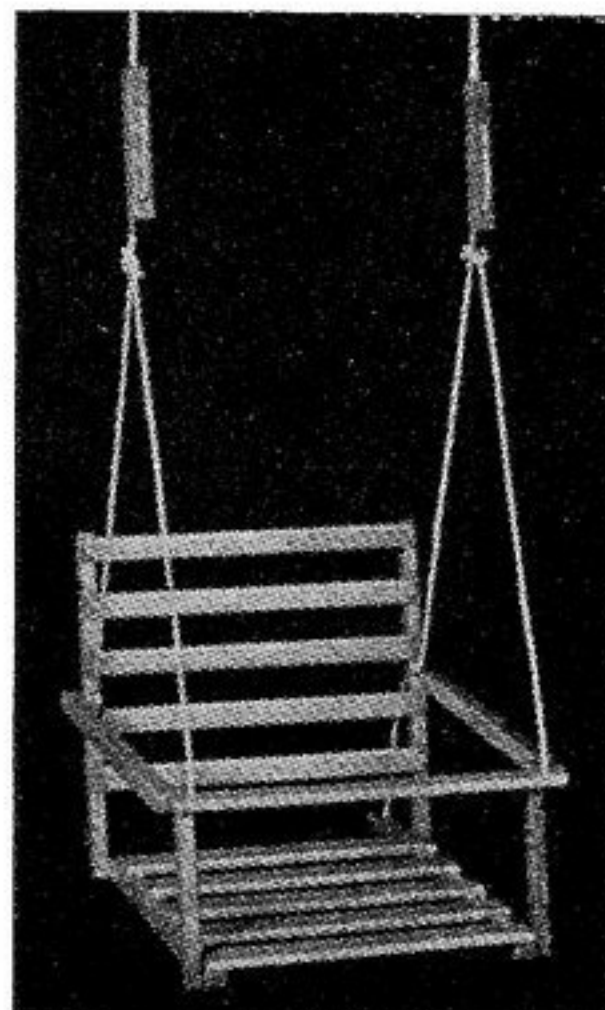
Five drawers, spacious wardrobe with hanger-rod, lock, key. Cabinet wood in maple or walnut finish, plastic knobs, decalcomania decoration. 14¼ in. high.; 36¾ x 15¼-in. top. Shipped from Richmond, Ind. Shpg. wt. 60 lbs.



FOLDING PLAY YARD

"Perfection" — sturdy, with slat-type floor ¼ in. spaced for ventilation. Selected hardwood waterproof varnished in natural color. Casters. Double string of colored beads. 40 x 40 in., 25 in. high — folds to 40 x 5 x 25 in. for storage.

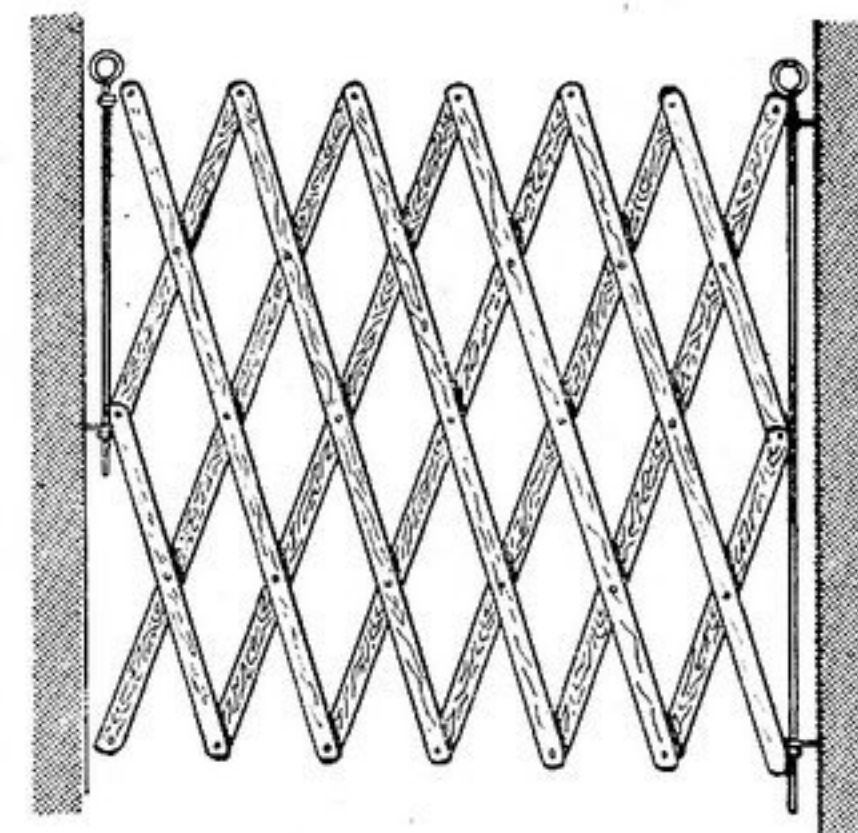
3912—Mlg. wt. 30 lbs. \$11.50



7880—Mlg. wt. 4½ lbs. \$1.95

CHILD'S SWING

For children up to 7 yrs. Sturdy. Varnished natural wood finish. Sash-cord ropes. Adjustable to height. Metal rings suspend from hooks in ceiling of porch or basement. 14 in. wide, 13 in. high, 16½ in. deep. Folds flat.



PORCH GATE

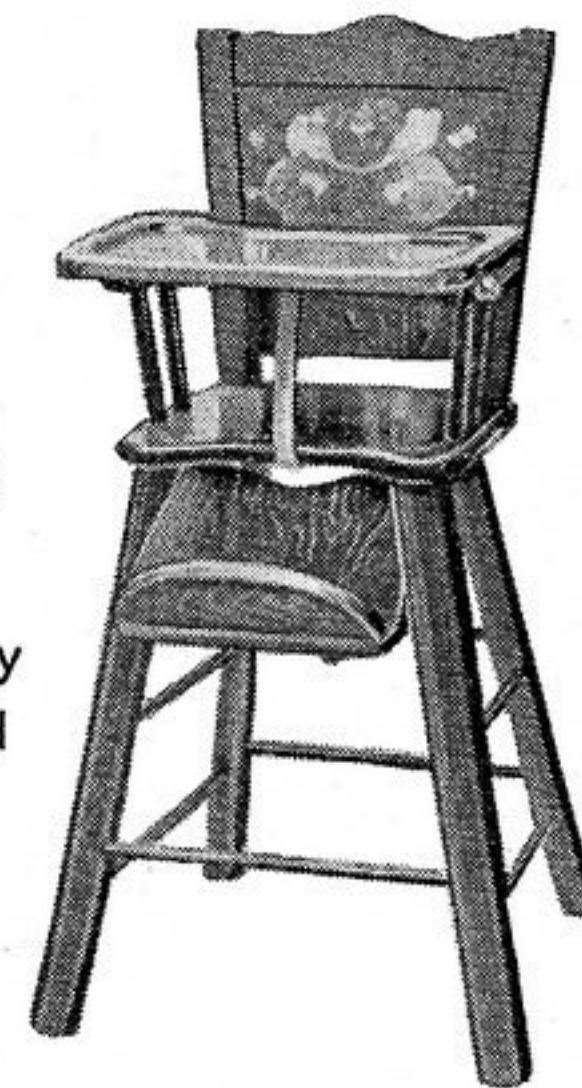
Use indoors or out. Keeps baby where mother wants him. Seasoned, ½-in. hardwood slats. Varnished natural wood. Rounded ends, corners. With steel rods for fastening to porch or door casing. Opens to 5 ft. — 33 in. high.

1499 Mlg. wt. 5½ lbs. \$1.75

HIGH CHAIR

With Tray
Removed

It's a
Youth
Chair



Fine hard wood in beautiful maple finish. Removable tray of solid hard maple with deep well — moves in or out to 3 positions, does not swing over baby's head. 13½ x 13½-in. seat is 23½ in. from floor. Solid back. Solid hardwood legs. 19 in. leg-spread prevents tipping. Safety strap. 38½ in. high. Shpg. wt. 17 lbs.

5477 \$10.75

**35-PC. SERVICE FOR SIX
INCLUDES:**

- 6 Dinner Plates
Nola, 10 $\frac{1}{4}$ in.—Laurella, 9 $\frac{1}{2}$ in.
- 6 Bread-and-butters
- 6 Fruit Dishes
- 6 Teacups
- 6 Saucers
- 1 Chop Plate
Nola, 10 $\frac{1}{2}$ in.—Laurella, 11 $\frac{1}{2}$ in.
- 1 Vegetable Dish
- 1 Covered Sugar
- 1 Creamer



**53-PC. SERVICE FOR EIGHT
INCLUDES:**

- 8 Dinner Plates
Nola, 10 $\frac{1}{4}$ in.—Laurella, 9 $\frac{1}{2}$ in.
- 8 Bread-and-butters
- 8 Fruit Dishes
- 8 Soup Plates
- 8 Teacups
- 8 Saucers
- 1 Chop Plate
Nola, 12 in.—Laurella, 13 $\frac{1}{2}$ in.
- 1 Vegetable Dish
- 1 Covered Sugar
- 1 Creamer

"Nola" Dinnerware

Sets a Charming Table!

With colorful center motif and scroll edge, this lively pattern wins approval on sight! So delightfully dainty — so distinctively different!

Whether for yourself or a gift, for everyday or "best," Nola is a wise choice. Cream-color semi-porcelain with colorful, artistic, multicolor, under-glaze design fired on — "for keeps." Predominating color is rose. Shapely pieces, every one of them — modern, practical, graceful. Here, indeed, is dinnerware as you like it!

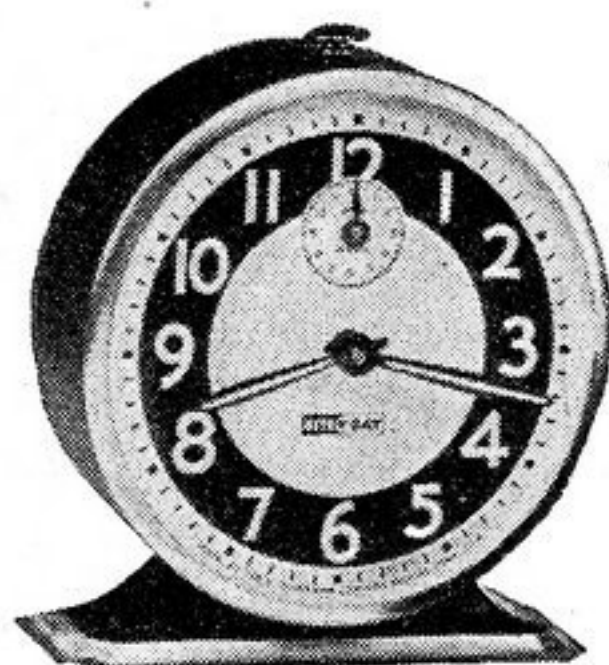
5396—35-pc. Set—Mlg. wt. 29 lbs.\$12.95
5397—53-pc. Set—Mlg. wt. 44 lbs.\$19.95

"Laurella" Dinnerware

America's Finest Colored Ware

The aristocrat of all colored dinnerware! Modern in design, shape, coloring — and note particularly the narrow, embossed border. Semi-porcelain—guaranteed against checking or glaze cracking—against any damage to glaze or decorative treatment resulting from exposure to heat or cold. Naturally, it must not be exposed to flame or direct source of heat. Exquisite colorings—soft, everlasting pastels designed to set a table of distinction—assorted jade green, jonquil yellow, periwinkle blue, and cocotan (brown) for perfect harmony.

3655—35-pc. Set—Mlg. wt. 29 lbs.\$11.50
3656—53-pc. Set—Mlg. wt. 44 lbs.\$16.95



**30-hour
Alarm Clock**

Luminous hands and numerals. 4 in. convex glass crystal. Muffled tick. Ivory-color body. Mlg. wt. 1 $\frac{1}{4}$ lbs.

1978\$2.75
Fed. Tax..28c

**G-E ALARM
Electric**

"Select-A-Larm" volume selection from soft purr to loud shout. Self-starting. Operates on 60 cycle. 4 $\frac{1}{2}$ in. ivory plastic case. Postpaid.

5206\$4.50
Fed. Tax..45c

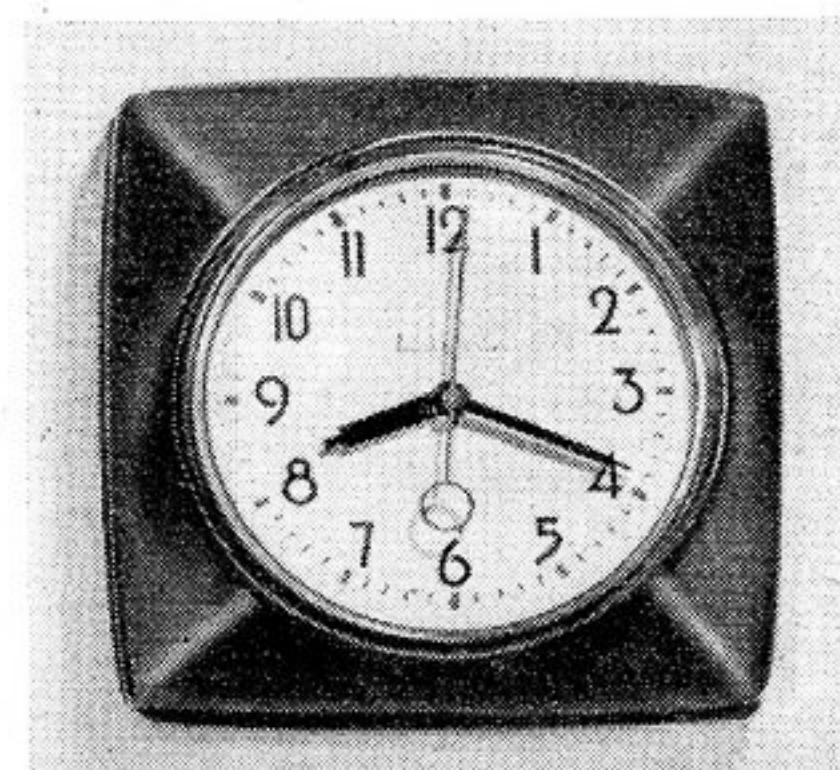


G-E KITCHEN CLOCK

Electric

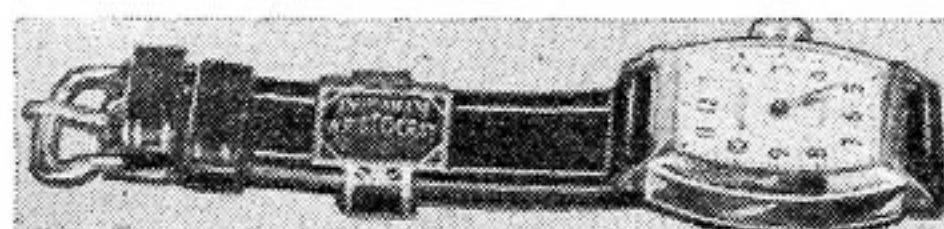
Featuring new - est thin case of molded plastic — lovely ivory or red. Always accurate — no tick-tock to annoy. Self - starting — operates on 60 cycle current. 7 $\frac{1}{4}$ in. square; 2 in. deep. Postpaid.

State color.
6297\$4.95
Fed. Tax..99c



"INGRAHAM" WRIST WATCH

Sturdy, chrome-plated case with a wrist-fitting back. A good-looking silver-color dial with easy-to-read numerals. Smart, well-made leather strap. Individually boxed.



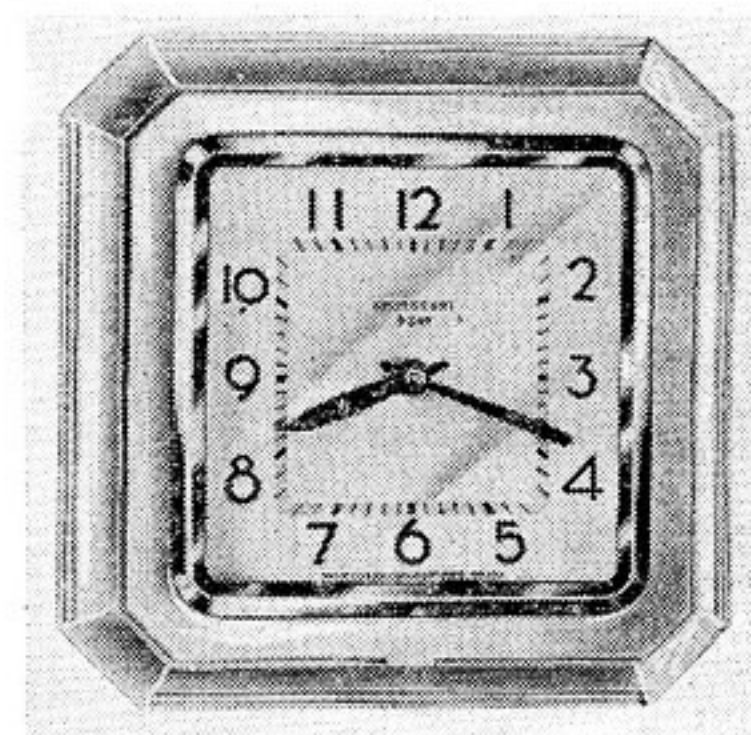
2471—Mlg. wt. 4 oz.\$3.95
Federal Tax..40c

KITCHEN WALL CLOCK

Spring Wind

8-day clock—famous Ingraham movement. Keeps accurate time. Clear, easy-to-read, 5-in., square dial. 7 $\frac{1}{2}$ -in. square, metal case — white enameled; chromium trim.

Mlg. wt. 2 $\frac{1}{2}$ lbs.
1449\$3.75
Fed. Tax..75c



**A-S-R
Cigarette
LIGHTER**

Beautiful, long-lasting, rhodium-plated case. Snaps open, lights automatically—remains lit. One "fill" lasts weeks. Mlg. wt. 4 oz.

3527\$7.50

**Boy's
POCKET WATCH**

"Ingraham" pocket watch. Thin model — in durable dust-type, nickel-plated case, with unbreakable crystal. Silver-color dial. Second hand. Individually boxed.

1869—Mlg. wt. 6 oz.\$1.98
Federal Tax..20c



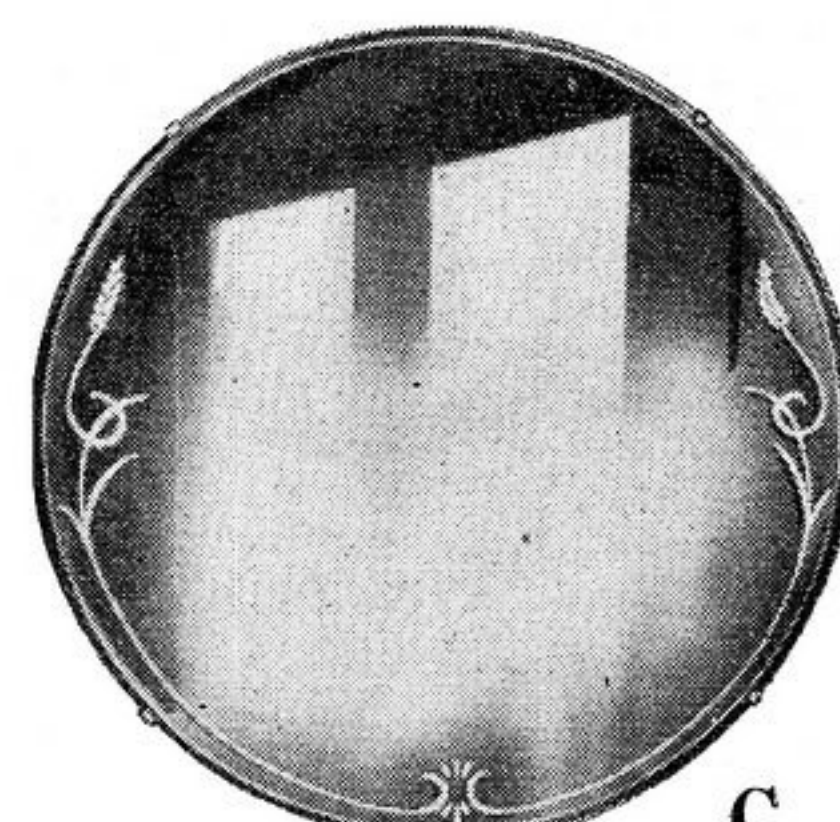
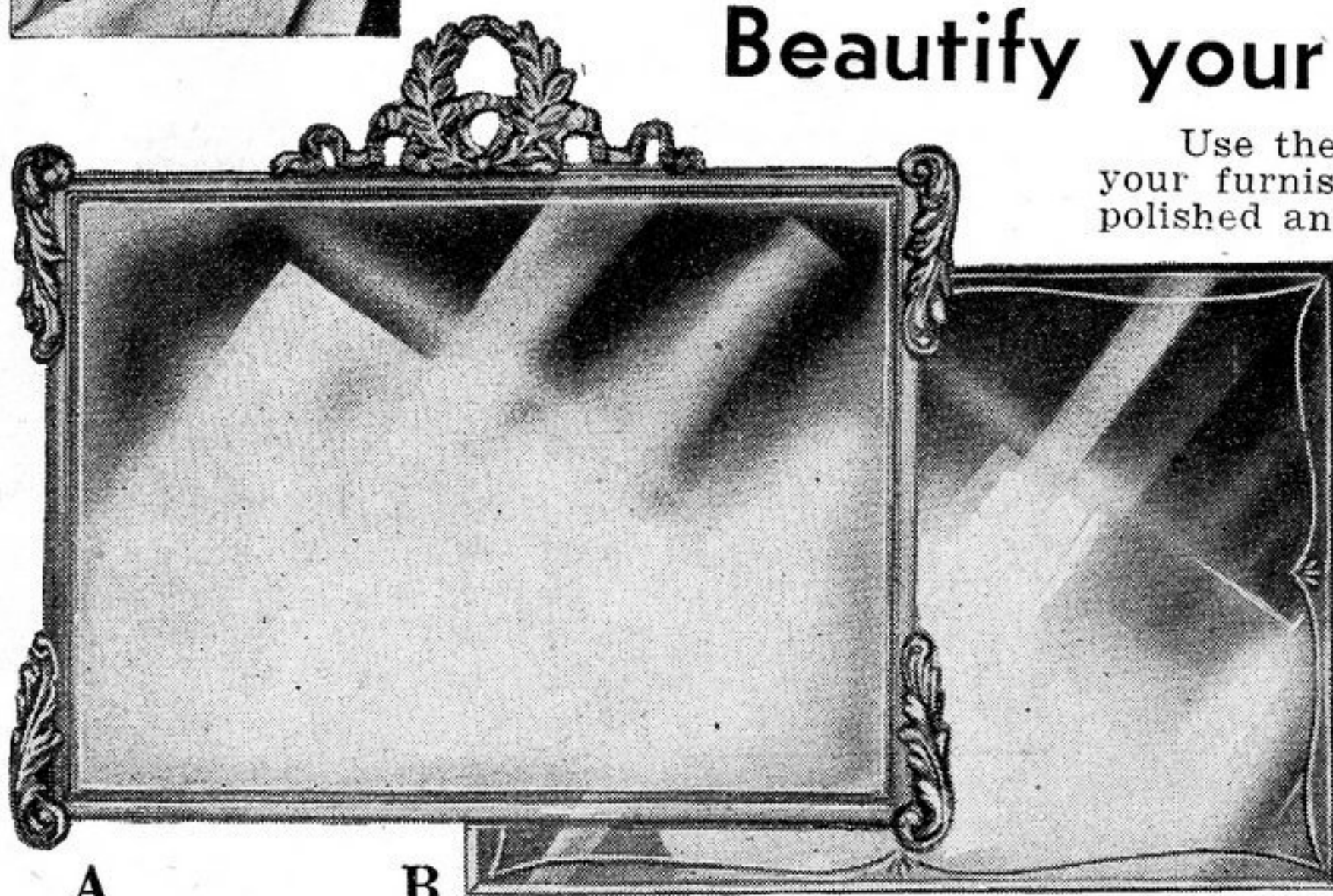
Beautify your Home with PLATE-GLASS MIRRORS

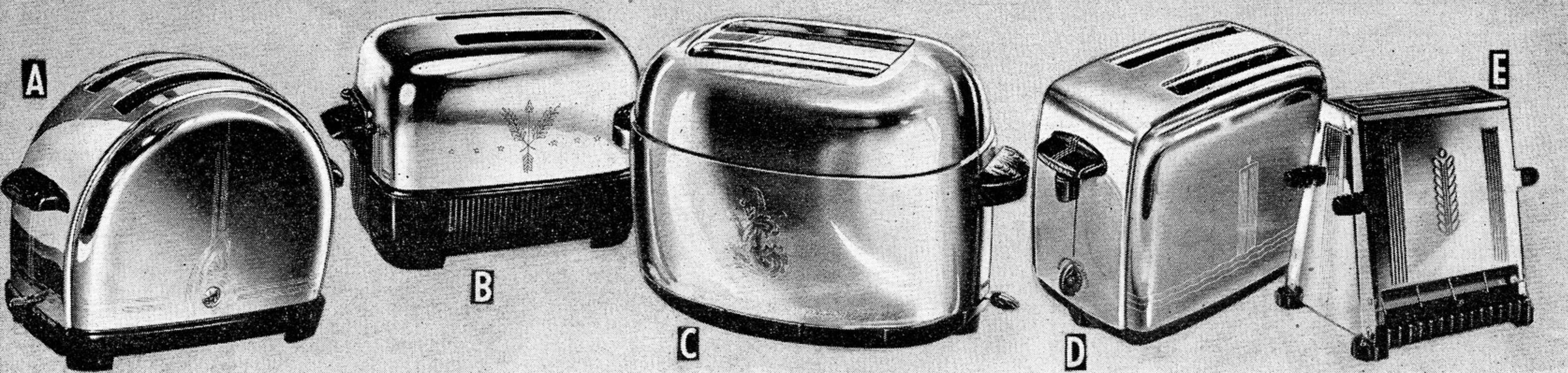
Use them in your living-room, dining-room, hall — to reflect and enhance the beauty of your furnishings — to brighten your rooms. These are finest, heavy plate glass, highly polished and double silvered. Ready to hang.

(A) FRAMED MIRROR. 20 x 28-in. Embossed wood frame; antique-gold finish. Over-all size: 28 x 33 $\frac{1}{2}$ in.
3748—Shpg. wt. 35 lbs.\$15.75

(B) OBLONG VENETIAN MIRROR with beveled edge, etched border. Heavy fabric backing. 20 x 30 in.
2387—Mlg. wt. 35 lbs.\$15.75

(C) 26-IN. ROUND VENETIAN MIRROR. Edges beveled. Decorative etching clings close to its edge. Heavy fabric backing.
3000—Mlg. wt. 25 lbs.\$13.95





FAMOUS-MAKE TOASTERS . . . give you toast as you like it!

Each Complete with Cord Set

(A) "SUNBEAM" AUTOMATIC TOASTER. Toasts 2 slices both sides at same time! Completely automatic — simply drop bread into toaster — one or two slices, as you wish — press the lever, and red signal light shows when toast is done.

Double Thermostatic Control speeds up when toaster is cold, slows as it warms up. There's a button to set for any shade of toast desired. You can also set it to "pop up" toast when finished — or keep it warm inside toaster oven until wanted. Hinged crumb tray allows for easy cleaning. Chrome-plated metal with black plastic handles and leg-base. Operates on 110-120 volt A.C. Limited stock.

1841 Postpaid \$22.50

(B) G - E AUTOMATIC TOASTER. With this famous toaster you know each slice of toast will be the same brown — the thermostatic control sees to that!

Another wonderful feature is that you can set it to have the toast "pop up" when ready . . . or if you like, set it so toast will remain inside and keep warm until you want it!

Attractively designed with deep, black Textolite leg-base and handles — toasts two slices at a time or just one if you wish. Complete with 6-ft. cord and rubber plug. Operates on 115 volts, A-C or D-C. Removable crumb tray makes cleaning a matter of seconds. One of the loveliest gifts a bride-to-be could wish for. Limited stock.

2592 Postpaid \$19.95

(C) "WESTINGHOUSE" AUTOMATIC POP-UP TOASTER — styled by Lurelle Guild, one of America's leading designers of finer articles for the home.

Completely automatic! Toast "pops up" the instant it is done — exactly as you knew it would be when you set the quietly-whispering clock-timer and thermostatic control! No pre-heating necessary. Have it light, medium, dark.

Easy-to-clean — has hinged crumb tray. Scratch-proof base of molded, black, phenolic plastic to match handles — pretty contrast for this chrome-finished toaster. Replaceable, attached, 3000-cycle test, 6-ft. cord with soft rubber plug.

Operates on 110-120 volt A-C or D-C. Limited stock.

5395 Postpaid \$20.95

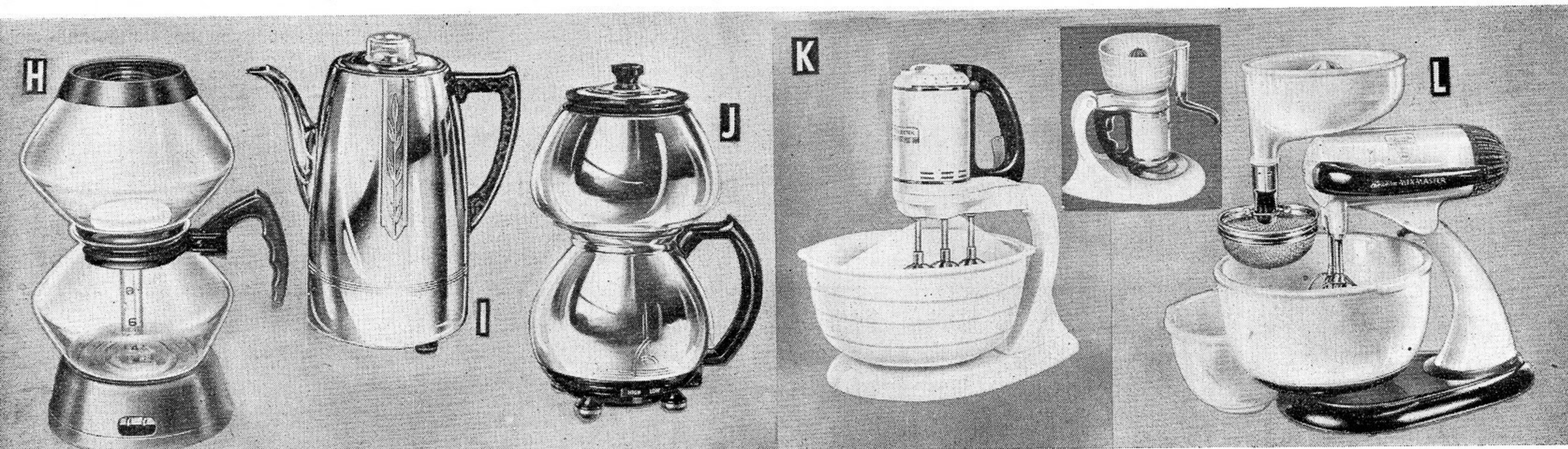
(D) "UNIVERSAL" AUTOMATIC TOASTER with exclusive SERVUE feature which permits toasting one slice of bread "light," the other "dark," without interrupting toasting mechanism or shutting off the current. Toast-Timer Dial toasts to dialed selection — light, medium, or dark — then toast "pops up" ready for serving.

Hinged bottom crumb tray easily opened for cleaning. Beautiful streamlined model, finished in gleaming chromium. Base and handles of cool bakelite, brown mottled finish. 110-120 volt A.C. Limited stock.

4174 Postpaid \$20.95

(E) "WESTINGHOUSE" TURN-OVER TOASTER — Toasts 2 slices at once. Lowering the trays automatically turns toast. Cool wood handles. Tarnish-proof chrome finish. Plastic base protects table top. 450 watts, 115 volts A-C or D-C. Detachable cord set.

5356 Postpaid \$5.95



Famous-make Coffee Maker

Each with Cord Set

(H) G - E ELECTRIC COFFEE MAKER with newest chrome-plated stove. Also exclusive G-E Tastegard to insure full flavor and uniform strength.

Capacity — eight 5-oz. cups. Heat-resistant glass bowls — cup markings on lower one. Cool, black Textolite handle and "lay-on" lid which serves as table mat for inverted upper bowl. Filter cloth and non-breakable Monel drainer included.

Operates 550 watts, 115 volts.

Postpaid
5386 \$6.95

(I) "UNIVERSAL" ELECTRIC PERCOLATOR. Beautiful chrome finish — mottled mahogany plastic handle and trim. Non-drip, easy-pouring spout.

"Cold Water" pump starts percolation quickly. Water evenly distributed over ground coffee to extract full flavor. Coffee is made without boiling.

Capacity — seven 5-oz. cups.

Postpaid
3739 \$16.95

(J) "SUNBEAM" COFFEEMASTER — Completely automatic. Perfect, delicious coffee every time. Put in coffee, add water, and forget it. When coffee is brewed, Coffeemaster automatically turns to "low", keeping coffee at right temperature for serving.

Chrome-plated outside and inside. Makes coffee 50% faster than glass coffee makers.

Cool, black bakelite handle and knob. Holds eight 6-oz. cups. 110-120 volt A.C. With 6-ft. cord set. Limited stock.

Postpaid
6261 \$32.50

Your Favorite Mixers

Each Complete with Cord Set

(K) G - E MIXER — The only 3-beater mixer! Complete with juice extractor, small and large bowls. Mixes, beats, whips, extracts juice, and does many other household tasks. Multi-speed switch close to handle provides single-hand control of complete range of operating speeds.

Black Textolite handle. Swing hinge for use with juicer and other attachments. White, baked-enamel finish resists corrosion. Exclusive built-in light illuminates entire bowl.

All-rubber cord set. Operates on 150 watts, 115 volts, A-C or D-C. Limited stock.

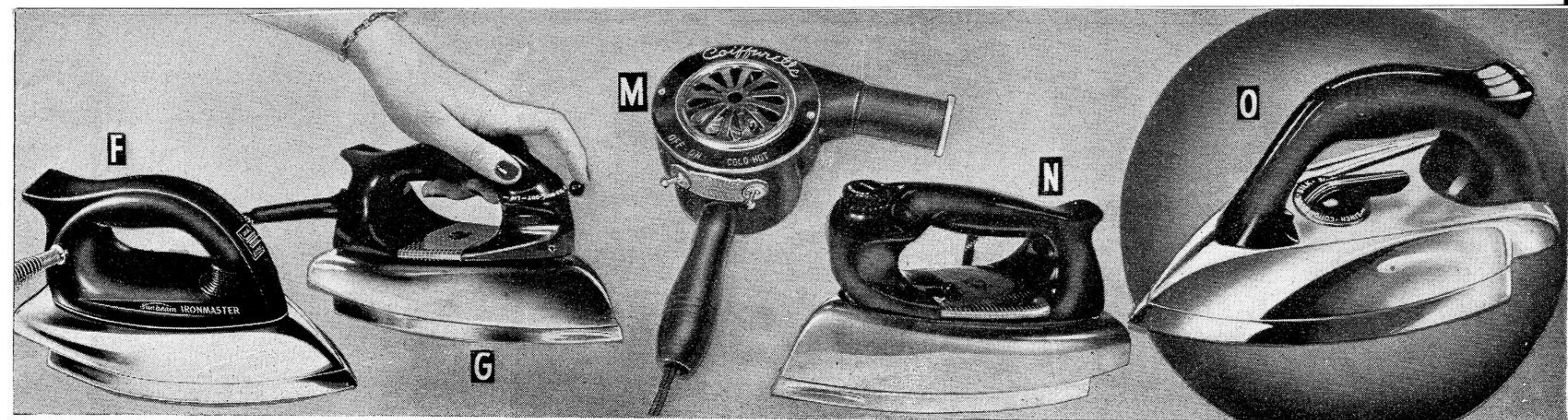
2595 Postpaid \$34.95

(L) SUNBEAM MIXMASTER — with Automatic Mix-finder Dial. Automatic Beater Ejector! Full-mix Beaters, Fruit Juicer! Only Mixmaster has the exclusive, automatic, mix-finder dial, on which the ten everyday mixing needs are plainly indicated — folding, mashing potatoes, mixing cookies and fruit cakes, juicing citrus fruits, whipping potatoes, cream beating, cooked and uncooked icings, candies, creaming butter and sugar, etc.

Full power is automatically maintained at every speed. Beaters do not vary speed as batters thicken. New automatic beater ejector. Tilt handle and out drop beaters. No pulling, twisting, nothing to unscrew.

Full-mix beaters provide greater aeration. Easy to clean. Two white bowls. White body with black trim. Limited Stock.

1034 Prepaid \$39.50



FAMOUS MAKES YOU KNOW YOU CAN RELY UPON!

Every Item Complete with Cord Set

(F) SUNBEAM AUTOMATIC IRONMASTER. Light-weight—weighs only 4 lbs. Takes drudgery out of ironing. Perfectly balanced.

Double Automatic Heat Control makes iron heat quicker, stay hotter, iron faster.

Thumb-tip Control on Handle, marked for rayon, silk, wool or linen. Proper heat for each fabric — no more scorching.

Large Ironing Surface irons a wide path. Beveled edges, pointed tip.

Air-cooled Handle of smooth, black bakelite. With 6-ft. cord permanently attached on side of handle.

Non-tipping Heel. 1000 watts. For 115-volt A.C.

1839 Postpaid \$12.95

(G) G-E AUTOMATIC IRON with exclusive "Visualizer" fabric-dial on handle. Easy to set with your fingertip for any fabric — a light tells you when heat is right. Air-cooled handle fits your hand comfortably — double thumb rest. Weighs only 2½ lbs. Extra-large soleplate — 29 sq. in. area — makes ironing quick and easy. Double button-nooks. 1000-watt calrod unit is practically indestructible. 115-volt A.C.

2378 Postpaid \$11.95

(M) "COIFFURETTE" AIR DRYER that plugs into any A-C house-lighting outlet. Guaranteed for one year against mechanical defects. Weighs only 2 lbs. — easy to use and safe. Hot - Cold and On - Off switches. 165-watt heating element of chromel wire. Full-length rubber cord and plug. Casing is cast aluminum in black crackle finish with chrome trim. Over-all length 8¼ in.

5398—Mlg. wt. 3½ lbs. \$12.50

(N) G-E AUTOMATIC STEAM IRON. The different double-duty iron — steam or dry iron with a twist of the control knob. Self-cleaning valve control; only enough steam generated for particular fabric. Can be filled or emptied in a jiffy. Compact, streamlined. Weighs 4 lbs. without water; 4½ lbs. filled. Thermostatic controlled fabric-dial. Air-cooled handle. Attached cord. 115-volt A.C.

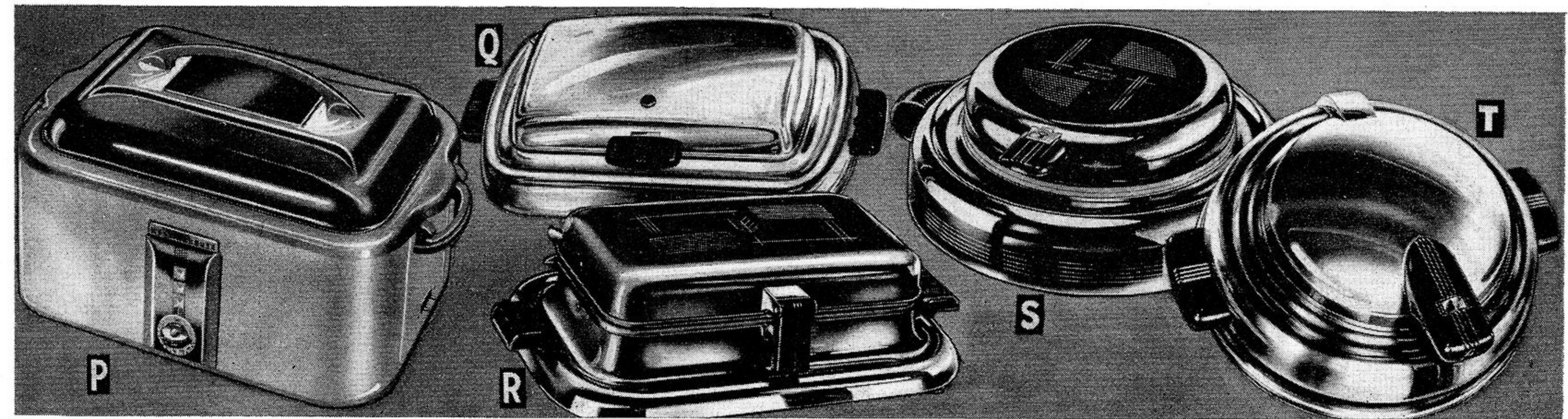
2596 Postpaid \$17.95

(O) "WESTINGHOUSE" ADJUSTO-O-MATIC ELECTRIC IRON. Perfectly balanced, almost self-gliding. With "Watchman," adjustomatic heat control, adjusted by a flip of the finger to give correct temperatures for rayon, silk, wool, cotton and linen or to turn off. Saves current and clothing. Light-weight (only 4 lbs). High 1000-watt element insures quick heating and ironing speed. Large scratch-resisting surface. Beveled edge reaches under buttons. Fine point fits into ruffles. Attached underwriters' wear-resisting cord with rubber sleeve. 1-piece bakelite handle. For 115-volt A.C.

1575—Weighs 4 lbs. Postpaid \$11.95

2498—Weighs 3 lbs. Aluminum base. Postpaid \$11.95

See Page 8 for "Sunbeam" Shave-master in traveling case.



(P) "WESTINGHOUSE" ELECTRIC ROASTER OVEN. Will Cook an Entire Meal at One Time! Roasts meats, cooks vegetables, bakes, cans. Holds 12 pint jars. Portable, may be carried anywhere. 23½ in. long, 15¼ in. wide, 12 9/16 in. deep. Rust-proof steel body, baked-on white enamel finish. Gray, blue and chrome trim. Plugs into any A-C outlet.

- True-Temp Heat Control maintains selected temperature automatically.
- Sealed-in Element, 1320 watts — zig-zag type around sides and across bottom.
- Fiber-glass Insulation keeps heat inside, kitchen cool.
- Replaceable Signal Light.
- Removable Inset Pan. Gray porcelain. 18-qt. (liquid) capacity. 2 ovenware dishes with covers, 1 without cover. Lifting rack.
- Streamlined, Self-basting Lid with heat-proof glass window. All-purpose vent.

7347 Postpaid \$38.95

(Q) "WESTINGHOUSE" AUTOMATIC SANDWICH GRILL. Grills sandwiches, bacon, chops, hamburgers, etc. Fast heating, with adjustable, automatic temperature control. Signal light shows when desired heat is reached. Large grill surface, 10½ x 6 in. Overflow rim-cup catches grease. Expansion hinges adjust for any thickness of sandwiches. Finished in heavy, triple plate, tarnish-proof, mirror-polished chrome. Cool Bakelite handles. 1000-watt. 110-120 volt A.C. With cord set.

3620 Postpaid \$17.95

(R) G-E COMBINATION SANDWICH GRILL AND WAFFLE IRON. Grill, toast, or fry foods right at the table with this handy appliance! Equipped with interchangeable sandwich and waffle grids — changed in a jiffy. Handsomely finished in bright, durable chrome plate with cool, brown Textolite handles. Nice, wide tray base — 6-ft. cord set. Easy to use — easy to clean. Quick-heating, nickel-chromium heating unit — rated 660 watts, 115 volts — A-C or D-C.

5205 Postpaid \$14.95

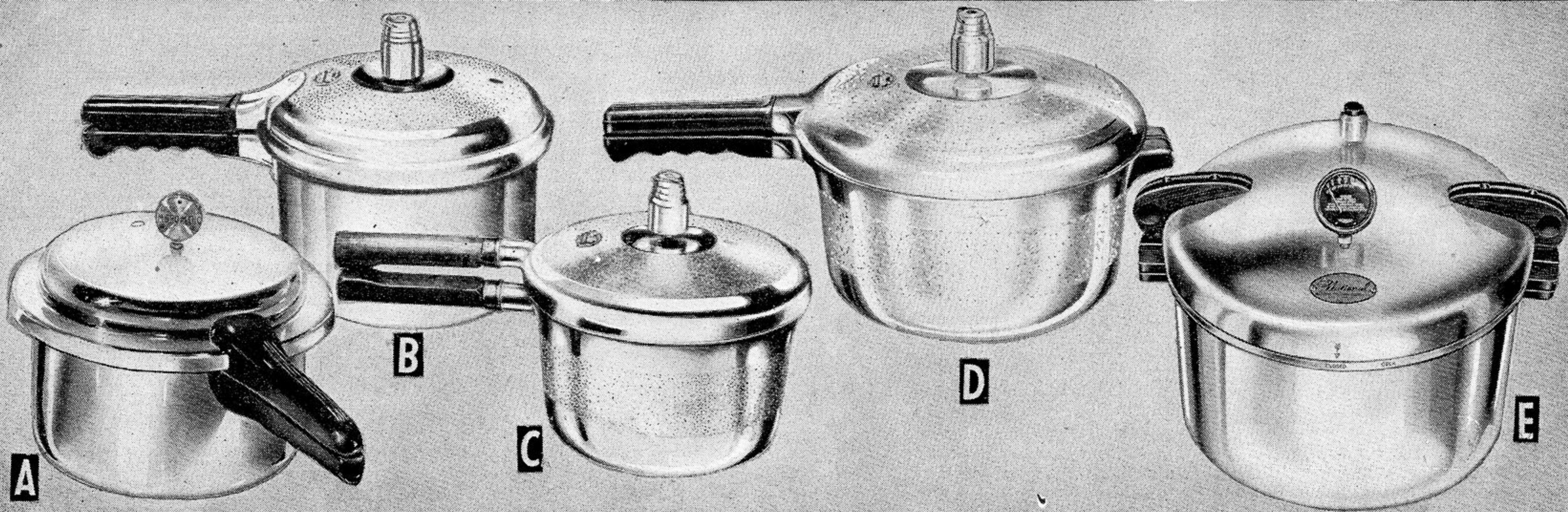
(S) G-E WAFFLE IRON — A quick-heating iron that bakes tasty, golden-brown waffles. Beautifully styled, smartly streamlined. Finished in gleaming chrome plate, this waffle iron is beautiful — a welcome gift any time. The wide tray base catches all batter overflow. The special expanding hinge is designed to help insure even thickness of every waffle.

The easy-to-read indicator shows you when the iron is sufficiently heated to bake. Waffle size is 6¾ inches. Six-foot cord set. Rated 550 watts, 115 volts, A-C or D-C operation.

2593 Postpaid \$11.95

(T) "WESTINGHOUSE" ADJUSTOMATIC WAFFLE BAKER — Fast baking. Makes delicious waffles, light or dark, automatically. Signal light on handle shows when to pour in batter, and when to take out waffle. Bakes 7-inch, plate-size waffle. Pre-treated grids of cast, solid aluminum eliminate sticking. No greasing. Triple plate, tarnish-proof, mirror-polished chrome finish. 750-watt. 110-120 volt A.C. With 6-ft. cord set.

1866 Postpaid \$17.95



PRESSURE COOKERS—Save Fuel—Vitamins—Up to 75% Cooking Time

Mirro-Matic—4-qt.

(A) For better cooking and canning! Precision, automatic control for 5, 10 and 15 lbs. pressure. Cover seals and locks automatically under operating pressure — opens and closes by sliding handles together or apart. Fine for meats, fruits, vegetables. Thick, hard metal alloy, mirror polished. Holds three 1-pt. jars. Complete instructions included.

1581\$12.95
Postpaid

PRESTO — 4-qt. size

(B-C) For cooking and canning. Saves up to 75% cooking time. Saves fuel, flavor, and food color. Cooks fresh peas in 1 minute, 4-lb. beef pot roast in 35 minutes. Less expensive meats cook tender. Exclusive Homec seal — a turn of handle closes cover, forms pressure-tight seal. Indicator shows 5, 10 or 15 lbs. pressure. Combination anti-vacuum valve and over-pressure plug — preventing excessive loss of food juices due to escaping steam and releasing excess steam in case normal passage is clogged. Holds 4 1-pt. jars.

(B) 3065 Presto "600."...Postpaid \$12.95
Heavy stamped aluminum. Plastic handles.

(C) 3014 Presto "400."...Postpaid \$13.95
Heavy cast aluminum. Plastic handles.

PRESTO — 6-qt.

(D) All - purpose "Meat Master." Same exclusive features as 4-qt. cookers (left) plus greater capacity. Even banquet size meals are ready in unbelievably short time. Cooks 7-lb. pot roast in 50 minutes, 6-lb. chicken in 35 minutes, 4 qts. of potato soup in 5 minutes. Holds 5 pint jars for canning. Heavy stamped aluminum. Plastic handles.

6206\$15.95
Postpaid

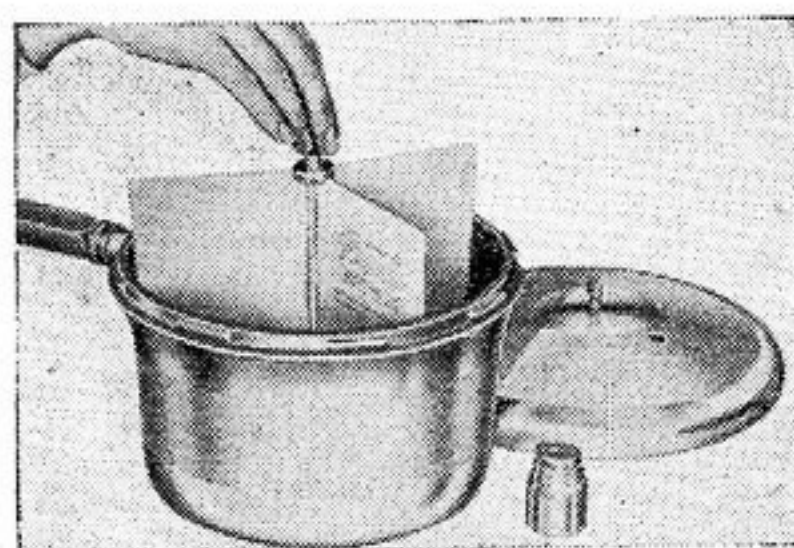
PRESTO COOKER-CANNER

(E) Can with safety — cook with speed — the easy "Presto" way! Can fruits and vegetables in 5 to 8 minutes. Cook food in half the usual time — four foods at one time — over one burner turned low. Saves time — fuel! Retains more of the natural vitamins and minerals — foods are tastier.

Heavy cast aluminum, highly polished. Pressure and heat indicating gauge. Safety pressure release valve. Includes wire canning basket. 3 aluminum inset pans, lifters, cooking rack. Instruction book for cooking and canning with each cooker.

7863 } 16-qt. size — holds }
7 1-qt. or 8 1-pt. jars } Postpaid \$19.85

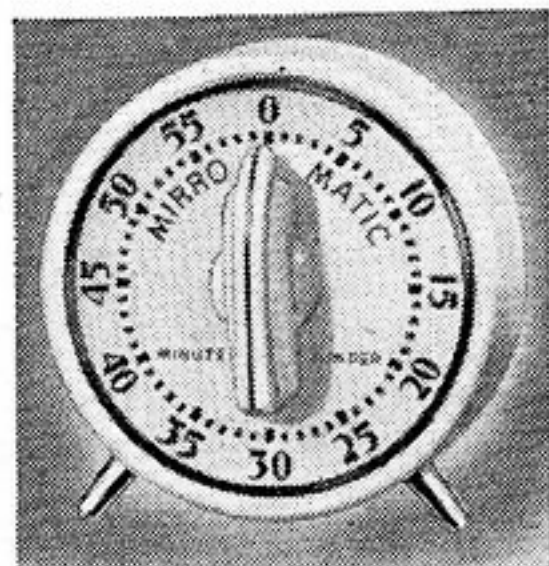
7878 } 12-qt. size — holds }
5 1-qt. or 8 1-pt. jars } Postpaid \$18.75



"Presto" Divider

Fits 4-qt. models — separates foods when cooking 2 or more at one time in Presto cooker. No intermingling of flavors or colors. Mlg. wt. 8 oz.

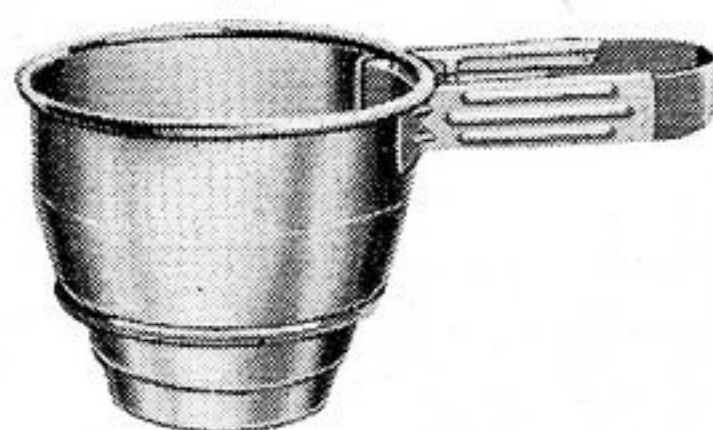
1447\$1.25



"Mirro-Matic" Minute Minder

Ideal for timing pressure cooking and canning, also all other cooking, baking, mixing — anything. Times by minutes up to one hour. White enameled metal case, silver-color numerals. 3 in. high.

3619 Mlg. wt. 1 1/4 lbs.\$3.50



"Foley" 2-cup Flour Sifter

Right shape, size to sift into measuring cup. One-hand operation. Aluminum, with single screen. 2-cup capacity. Mlg. wt. 6 oz.

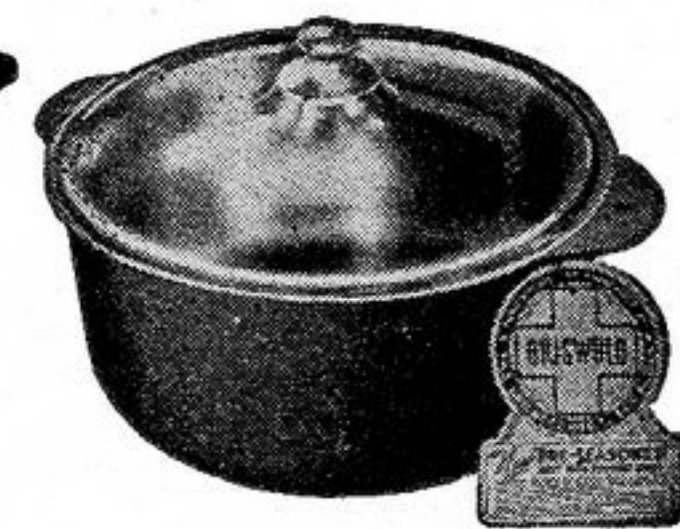
194269¢



"Griswold" Iron Skillet

Double-lipped cast-iron skillet. Smooth exterior, polished interior. 10 1/8-in. diameter — 2 in. deep. Mlg. wt. 5 1/2 lbs.

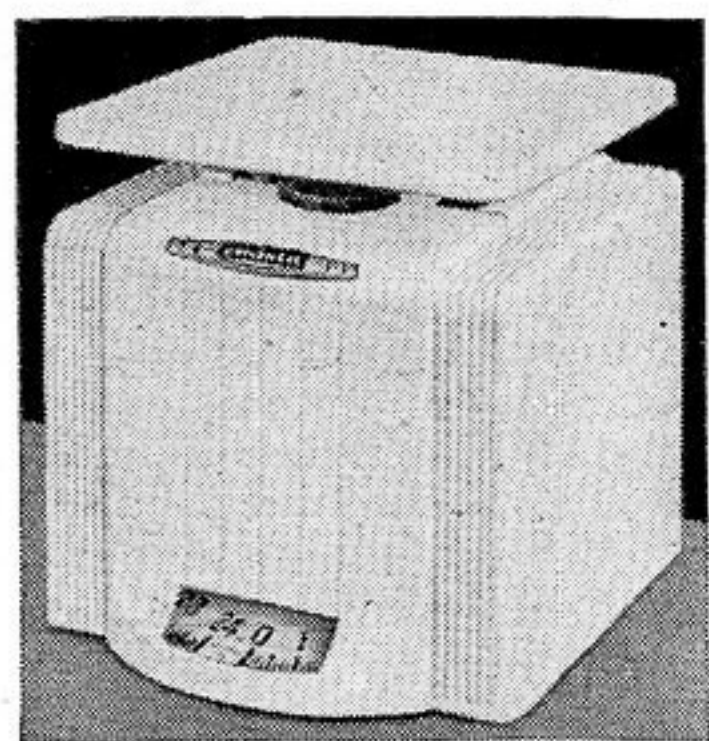
76165\$1.50



"Griswold" Dutch Oven

For top-of-stove or oven cooking. 5-qt. cast-iron oven with Pyrex glass cover. Diameter 10 1/8 in., height 5 1/8 in. With trivet-bail handle. Mlg. wt. 8 1/2 lbs.

76166\$3.45

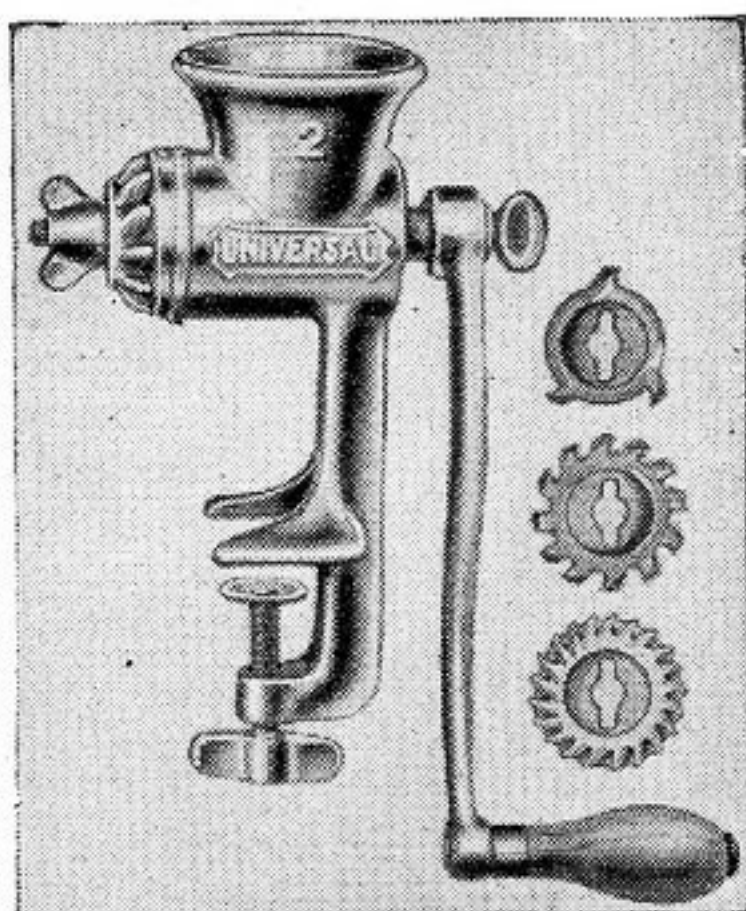


Universal "Super Weigh" Household Scale

Modern design in white. Top-platform style with easily-cleaned baked enamel finish. Angled viewing dial may be read easily from any angle. Transparent, protective window.

Exact alignment assures accurate weighing. Permits weighing 1 oz. to 24 lbs. Weight table on back provides helpful weight and quantity data invaluable in the preparation of food.

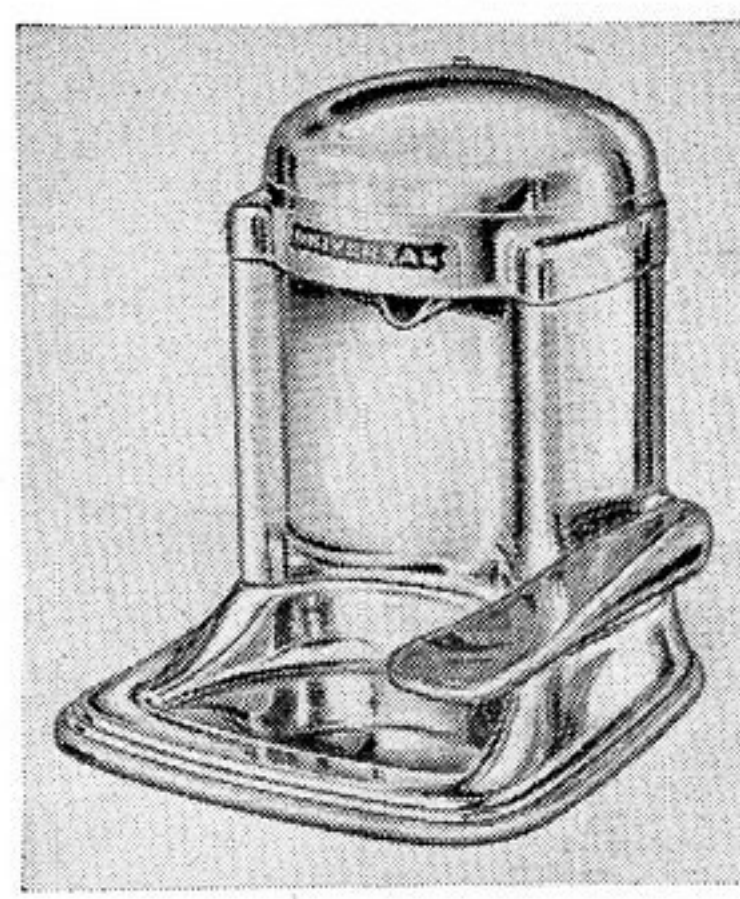
2460Postpaid \$4.95



"Universal" Food-Meat Chopper

Large size. Chops clean and sharp. Three interchangeable self-sharpening knives — coarse, medium, fine. Capacity — 2 1/2 lbs. per minute. Easy to take apart and clean. Smooth wood handle. Mlg. wt. 4 1/2 lbs.

7233\$2.95



"Universal" Juice Extractor

One easy turn of handle at side removes all the juice from citrus fruits — strains juice directly into glass. Removable acid-resistant reamer. Bright, polished aluminum with red plastic handle. Moving parts enclosed. Rubber mounting. 8 1/2 in. high. Base 7 x 7 1/4 in.

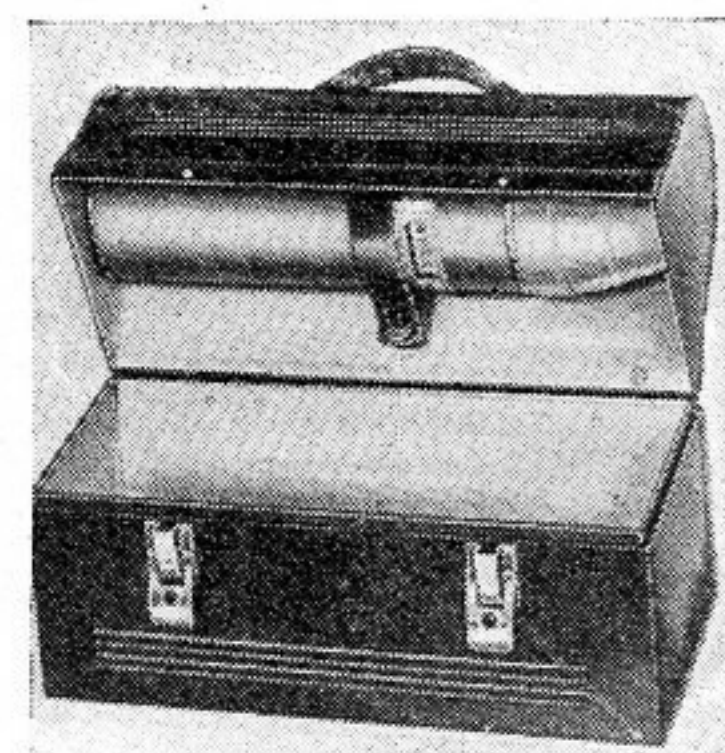
7879Postpaid \$6.95



"Universal" Vacuum Bottle

Blue - enameled steel body. Pint size with 7-oz. yellow plastic drinking-cup cover. Replaceable filler. Spring shock absorber firmly holds filler, decreases breakage.

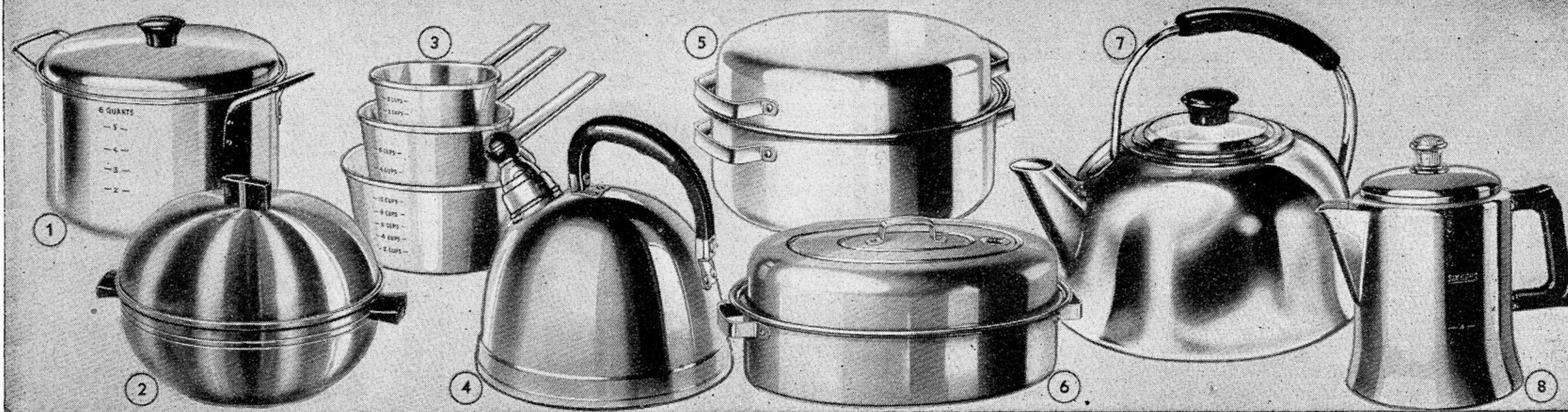
Postpaid
3051\$1.50



"Universal" Lunch Kit with Vacuum Bottle

Complete with 1-pt. vacuum bottle like No. 3051 (left) cradled in the hinged cover. Black enameled metal box, white enameled inside. An ideal carrier — easy to pack, easy to clean. Positive clasps. Leather handle. Size: 10 1/2 x 4 3/4 x 7 in. Mlg. wt. 3 lbs.

3327\$2.50



Nationally-famous "MIRRO" ALUMINUM WARE—Heavy Quality

Extra-hard, solid, heavy-gauge aluminum. Polished, mirror-finish outside — Sunray finish inside. Seamless, with easy-to-clean, rounded corners — wide, flat, quick-

to-heat bottoms. Stain resistant. Snug-fitting dome covers hold in steam and food flavors. Heat-proof knobs, handles. Highly resistant to dents.

(1) Covered, Side-handle Sauce Pot — 3 sizes. Extra-heavy cover fits in recess to help prevent boiling over. Bakelite knob.

No.	Size	Gauge	Mlg. Wt.	Price
4682	4 qt.	17	3 lbs.	\$1.85
4683	6 qt.	17	3½ lbs.	\$2.25
4684	10 qt.	16	4 lbs.	\$3.25

(2) Hot-biscuit Server with inner tinned-wire basket, cover vent. Thermoplas handles, cover-knob. May be used as casserole. Diameter, 9½ in. Height, 5½ in.

4686—Mlg. wt. 2 lbs.\$2.75

(3) Saucepan Set — 1-qt., 2-qt., 3-qt. — 3 double-lipped pans. Triple-riveted metal handles. Cup measurements indicated. 18 gauge.

4687—Mlg. wt. 3 lbs.Set \$2.35

(4) Whistling Teakettle. Whistles when water boils. Remove whistle for easy filling. Heat-proof, replaceable, black Bakelite handle and knob. 2-qt. size. 18 gauge.

4679—Mlg. wt. 2 lbs.\$1.85

(5) Round Double Roaster with rack. 4-6 lb. fowl or roast capacity. 2-qt. top pan, 4-qt. lower pan. Easy-to-clean rounded corners. Diameter 11½ in. Height 5½ in.

4623—Mlg. wt. 2¼ lbs.\$2.25

(6) Oval Roaster. 9-15 lb. fowl capacity. Self-basting cover with vent. Trivet tray has lifting handles. Overall dimension 16½ x 10½ in. Height 8 in. 18 gauge.

4685—Mlg. wt. 5 lbs.\$3.75

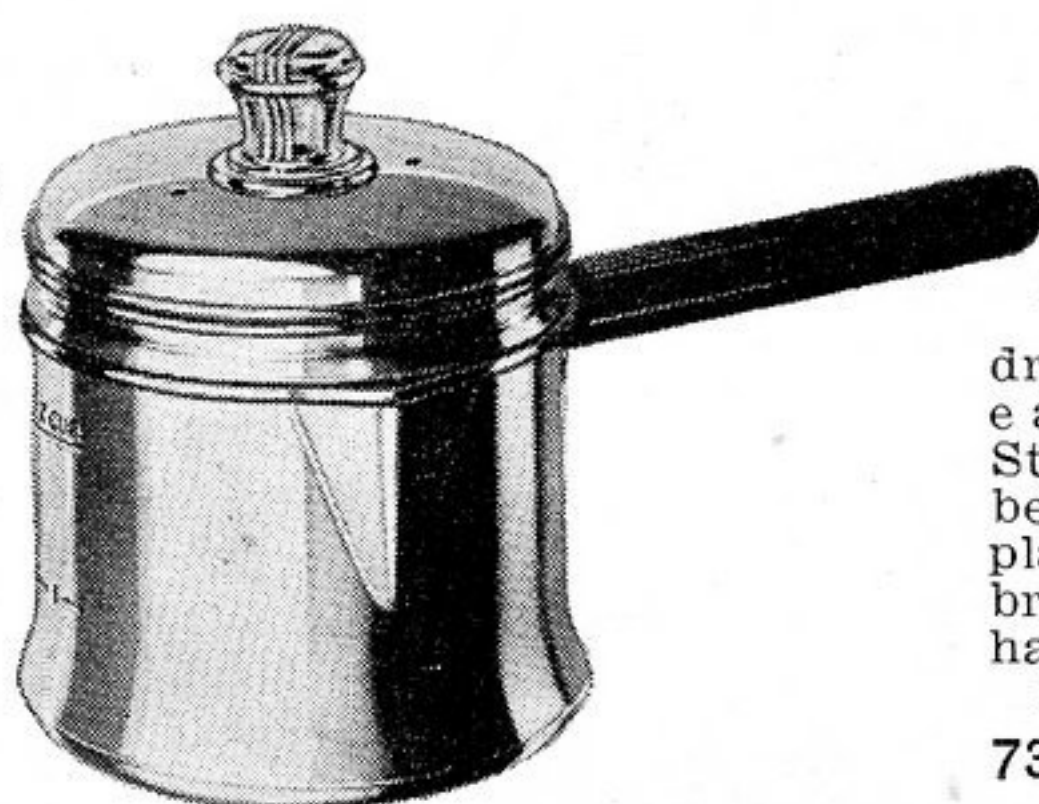
(7) 5-qt. Teakettle. Large, long-skirted cover won't fall off. Stationary welded bail and spout. Bakelite cover-knob. 14 gauge.

4680—Mlg. wt. 4 lbs.\$3.95

(8) Percolator. Tight-fitting, long-skirt cover. Thermoplas handle. 18 gauge. Cup graduations on body and coffee basket.

4677—6 cup. Mlg. wt. 2 lbs.\$2.25

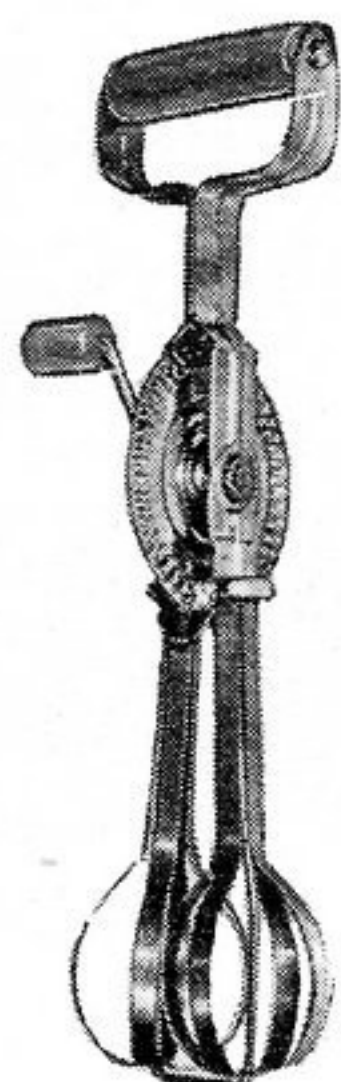
4678—8 cup. Mlg. wt. 2½ lbs.\$2.45



High-Speed Egg Beater

With ball-bearing drive — speedy, easy to operate. Stainless — steel beaters in nickel-plated frame with bright-red plastic handle and knob.

Mlg. wt. 1½ lbs.
7368 \$1.35



Swirl Mixer

Blends solids and liquids quickly, easily. Perfect, too, for mixing eggs

with liquid, or as a cocktail shaker. Gentle shaking whirls ingredients because of the patented swirl ends. Makes the smoothest, lump-free thickening for gravies — ideal for white sauce, waffles, etc. Fractional cup measurements indicated.

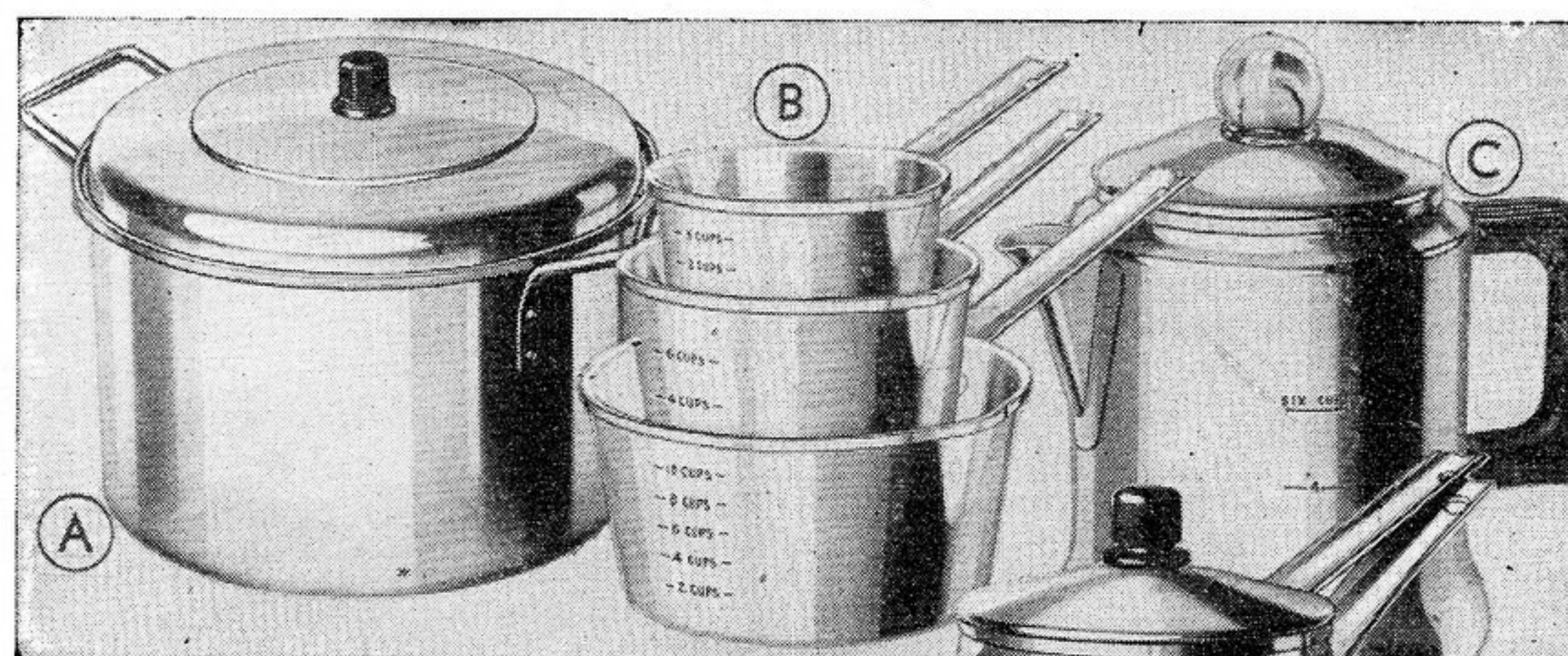
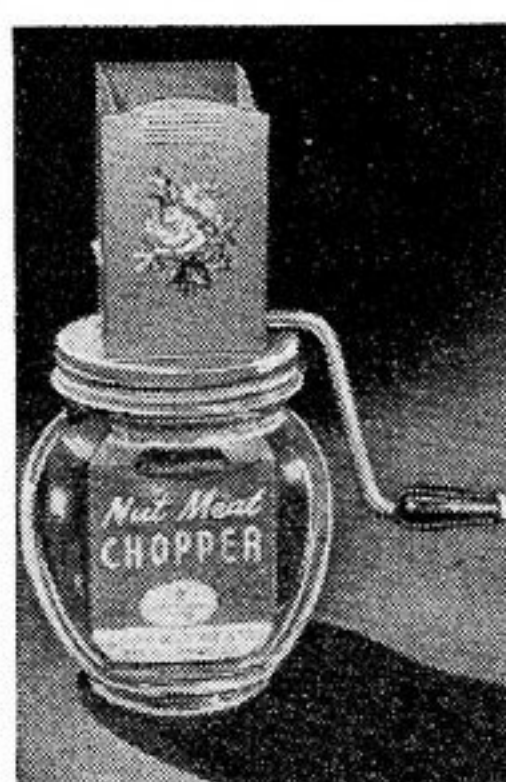
ALUMINUM. 1 CUP SIZE.
5909—Mlg. wt. 6 oz.35¢

PLASTIC. 2 CUP SIZE.
6299—Mlg. wt. 8 oz.65¢

Nutmeat Chopper

1-cup glass jar with metal top. Medium-fine chopper is speedy, efficient. A few easy turns of the wood-grip handle "does it." Overall height 6¾ in. Mlg. wt. 12 oz.

466549¢



Extra-Heavy ALUMINUM WARE

High quality, sturdy utensils of 22-gauge pure aluminum. Mirror-polished outside, Sunray finish inside. Rust-proof. Modern styling. Wide, quick-heat bottoms.

(A) Covered Sauce Pot. Easy-to-clean rounded corners. Cover fits recess in edge.

1744—4-qt. size. Mlg. wt. 1½ lbs.\$.95

1745—6-qt. size. Mlg. wt. 2 lbs.\$1.10

(B) Graduated Saucepan Set — 1, 2, and 3-qt. Double lipped. Cup graduations marked.

1743—Mlg. wt. 2¼ lbs.Set of 3 \$1.25

(C) Percolator. Thermoplas handle — will not burn or char. Measurements on percolator and inset basket.

1740—6-cup size. Mlg. wt. 1¼ lbs.95

1741—8-cup size. Mlg. wt. 1½ lbs.\$1.00

(D) Double Boiler. Heats quickly. Cover fits either vessel. Heat-resistant wood knob.

1747—1½-qt. inset. Mlg. wt. 1½ lbs.\$1.10

(E) Clear-drip Coffee Maker. 4-part construction. Measurements indicated on coffee basket and water section.

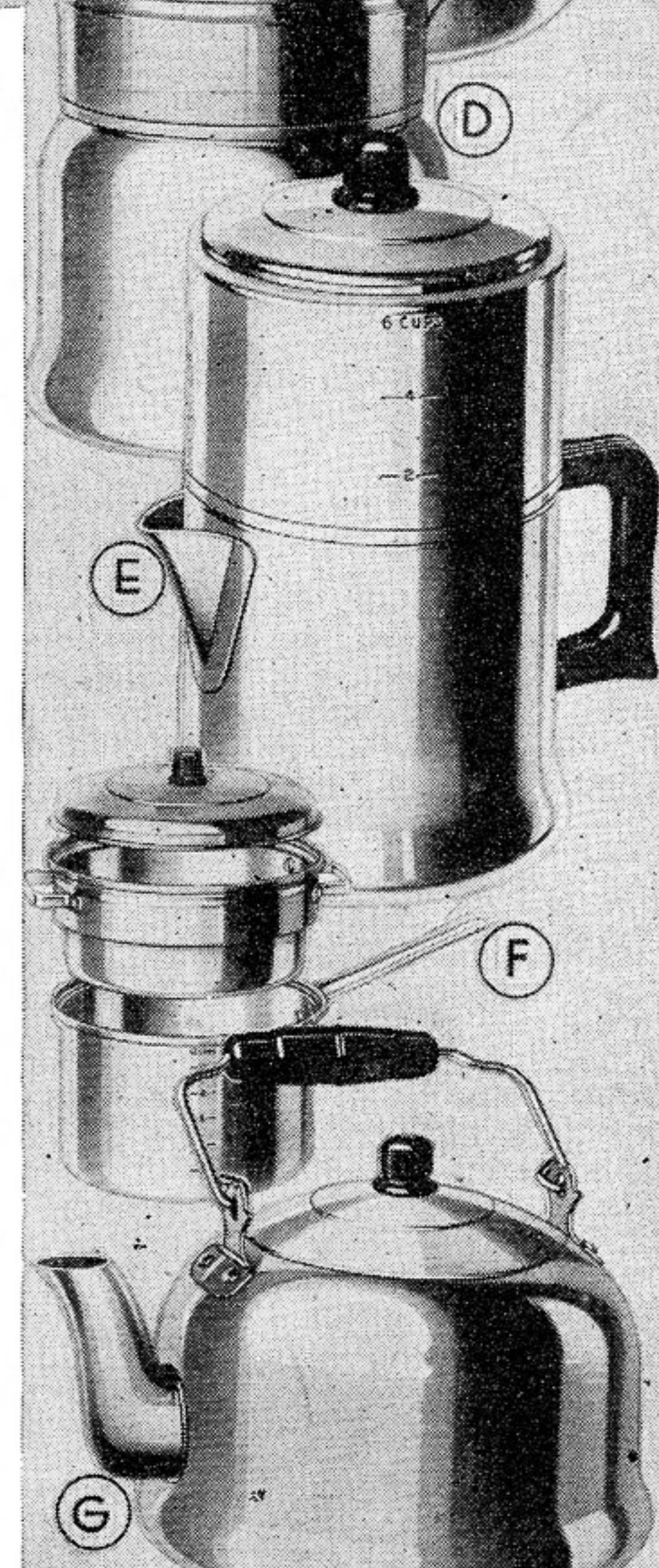
1749—6-cup size. Mlg. wt. 1½ lbs.\$1.35

(F) Five-in-one Pan Set. Consists of 3-qt. Saucepan, Inset Pan, Cover. Cup measurements indicated on lower pan. Use as double boiler, or separate pans. Cover fits both.

1746—Mlg. wt. 2 lbs.\$1.15

(G) 5-qt. Teakettle. Can be filled through easy-pour spout. Strong hinged bail. Wood handle. Large, notched "stay put" cover.

1742—Mlg. wt. 2 lbs.\$1.30



"Mirro" Percolette

Perfect for making one or two cups of coffee. Cup measurement indicated. Tight-fitting cover. Removable inset basket. Easy-to-clean open spout. Heat-proof bakelite handle.

5129—Mlg. wt. 1½ lbs.85¢



"Mirro" Cookie Press

One filling of large, easy-to-fill aluminite barrel makes 80 cookies. 12 interchangeable plates — camel, Scottie, pinwheel, 4-leaf clover, etc. Simple twist of wrist on top grip turns out cookie. Easy-grip side handle. Diameter 3 in. Length 6½ inches.

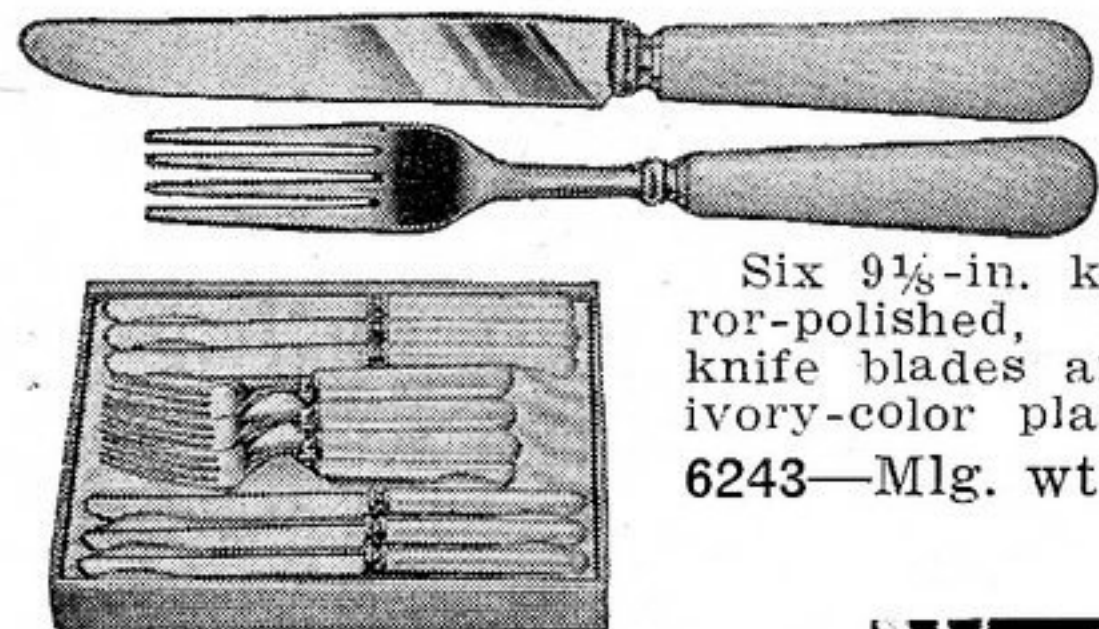
3528—Mlg. wt. 2 lbs.\$2.50

"UNIVERSAL" STAINLESS-STEEL CUTLERY

9-in. Slicer
and Knives

Won't rust or discolor — no scouring or polishing. Mirror-polished stainless steel with rosewood handles. Swaged blades. Mlg. wt. each, 8 oz.

- 7388—Household Slicer (A). 9-in. blade\$1.00
7387—Utility Knife (B). 5½-in. blade55¢
7386—Paring Knife (C). 3½-in. blade35¢



"Universal" Knife-Fork Set

Six 9½-in. knives, six 7½-in. forks. Mirror-polished, keen edged, stainless-steel knife blades and fork tines. White-grained ivory-color plastic handles.

- 6243—Mlg. wt. 1¾ lbs.Set \$6.95



WAXED PAPER
of High Quality
KEEPS FOOD
FRESH LONGER

125-ft. Roll in Box

Superior quality, transparent, grease-resisting, heavily waxed. Especially processed to retain freshness of foods. Holds moisture longer — specially high resistance to grease.

125-ft. roll, 12 in. wide — in carton. Overlap of cover makes it easy to tear paper.

- 903—Mlg. wt. 1½ lbs...30¢

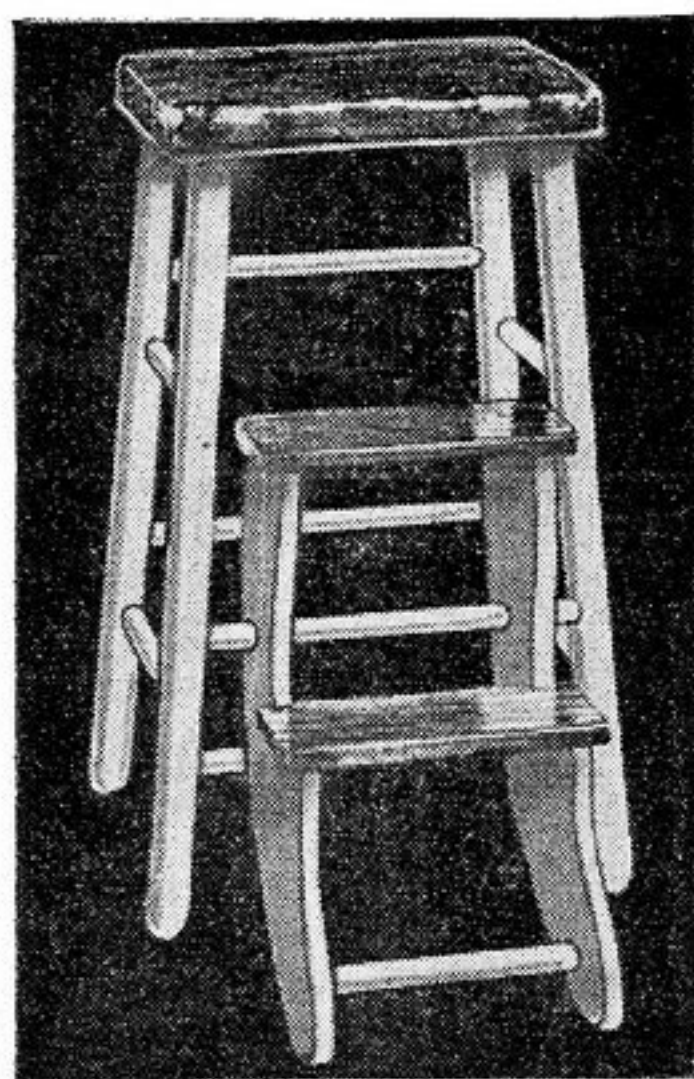
150-ft. Roll — Heavy

Heavy waxed paper — the quality used commercially to protect bread and other foods. Sanitized by paraffin bath. Tests prove it highly non-porous — resistant to evaporation or penetration of air, water or moisture.

150-ft. roll, 12 in. wide. The economical way to buy waxed paper.

- Mlg. wt. 1½ lbs.

- 90430¢



WOOD STEP STOOL

Step ladder and stool, all in one. Steps fold under seat. Solid hardwood frame, white enamel finish. Strong plywood steps, red enameled. Padded seat covered with washable, red, imitation leather. White welt. Seat 10½ x 13 in. Height 24 in. Shpg. wt. 10 lbs.

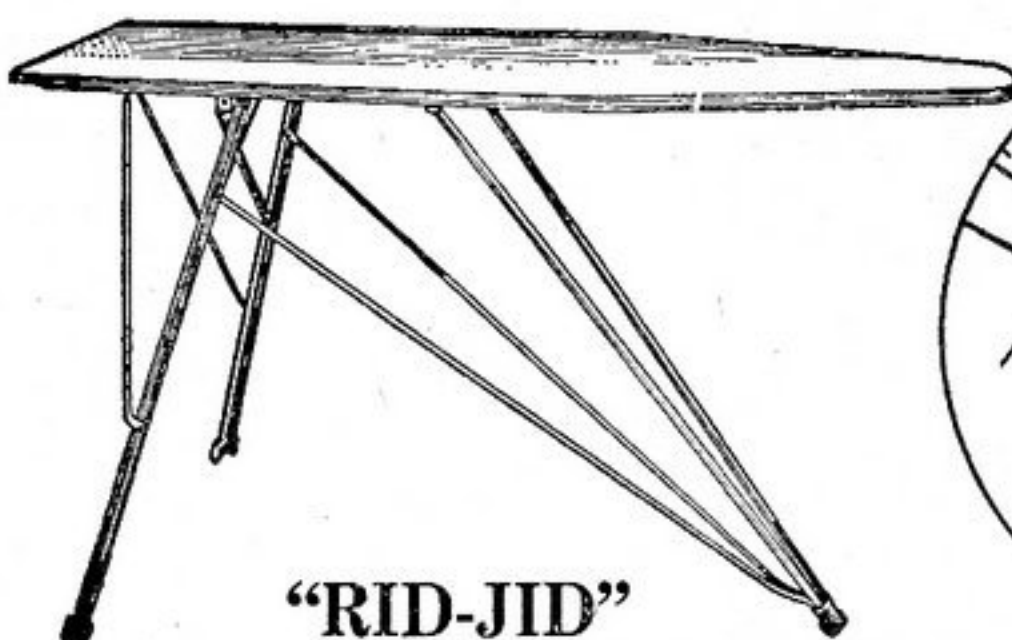
- 4689\$5.00

WET MOP

with or without
handle

Removable head of 4-ply, strong white cotton yarn — 14-in. strands. Very absorbent. 48-in., hard wood, smooth-turned handle. Rust-proof bale and spring of mill-coppered wire. Pressed steel head and lever.

- 3371—With Handle. Mlg. wt. 2 lbs.\$1.00
3329—Mop Head only. Mlg. wt. 1 lb.65¢

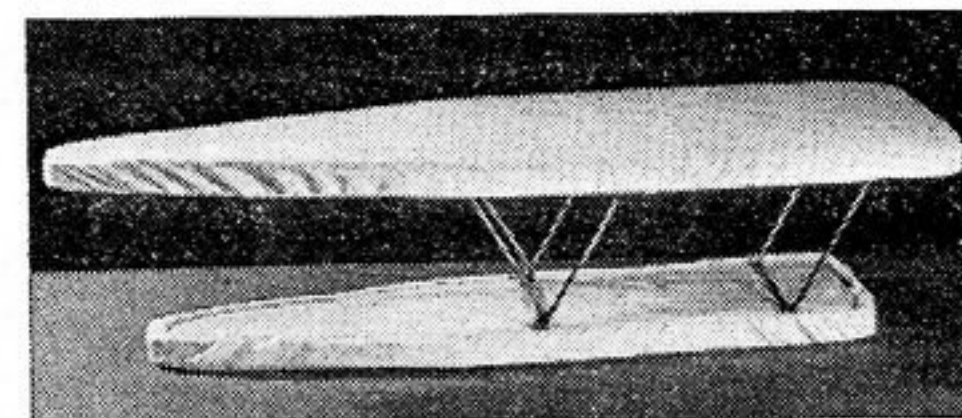


"RID-JID" DE LUXE IRONING TABLE

Completely Automatic!

Self opening, self locking, self closing. Selected wood top lacquered in white with beaded edge — narrowed at one end. Understructure of formed steel lacquered in black. Rubber-tipped legs protect floors, prevent creeping. Top 15 x 54-in. Table 32 in. high.

- 1576—Shpg. wt. 17 lbs...\$5.98



MIDGET IRONING AND SLEEVE BOARD

Heavy wood — 5 x 18-in. sleeve board with 7 x 22-in. board for small pieces. Both padded and covered with removable sheeting covers. Folds flat.

- 3901—Mlg. wt. 3 lbs.\$1.30



CHEF FOIL — It's Pure Aluminum!

Line pans, skillets, broiler with Chef Foil — discard when finished cooking. No greasy, sticky pans to wash! Won't alter food flavors — can't burn. Air-tight wrapping for left-over foods. Tear-edge box. Mlg. wt. 1 lb.

- 2390—75 ft., 12 in. wide...98¢



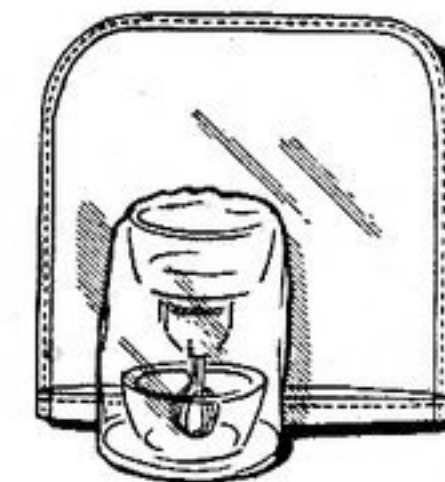
WASHABLE "CRYSTALENE" PLASTIC COVERS

Fine, transparent plastic film. Durable — water-proof — will not harden, stick, mildew or crack. Odorless. Easily washed and rinsed.

Bowl-cover Set

Five sizes — 2½, 3½, 4½, 5½, 7½-in. Each cover bound with woven elastic. Mlg. wt. 1 oz.

- 534330¢



Mixer Cover

Fits all standard electric mixers — keeps them dust-free. 17 in. wide, 18 in. high. Mlg. wt. 2 oz.

- 534450¢



Food-saver Bag

Rust-proof zipper closes top. Air tight. Use in refrigerator for lettuce, celery, etc. 11x12 in. Mlg. wt. 2 oz.

- 534550¢



Plastic-coated Shelf Paper

White, with plastic film over surface. Water-proof, grease-proof, dirt and dust resistant. May be wiped off with damp cloth. For shelves, lining cupboards, chests, etc. 14 in. wide. Mlg. wt. 1 lb.

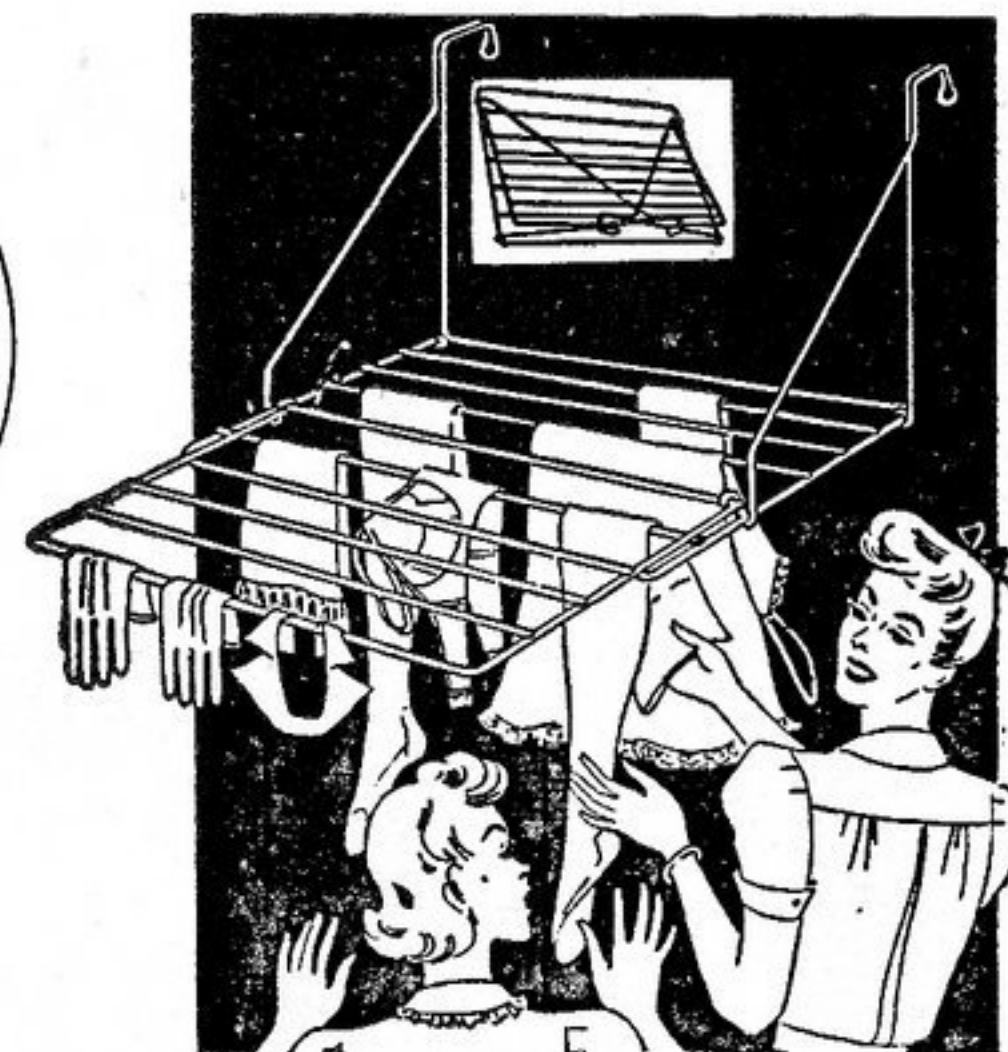
- 740—36-ft. Roll60¢



Ironing-Bd. Pad-Cover Set

"Fruit of the Loom" — finest materials. Extra-thick, tape-bound, waffle-weave pad and lace-on cover of heavy, white drill. Fit 54-in. ironing boards. Mlg. wt. 2 lbs.

- 4173\$2.90



"Hide-Away" Laundry Rack

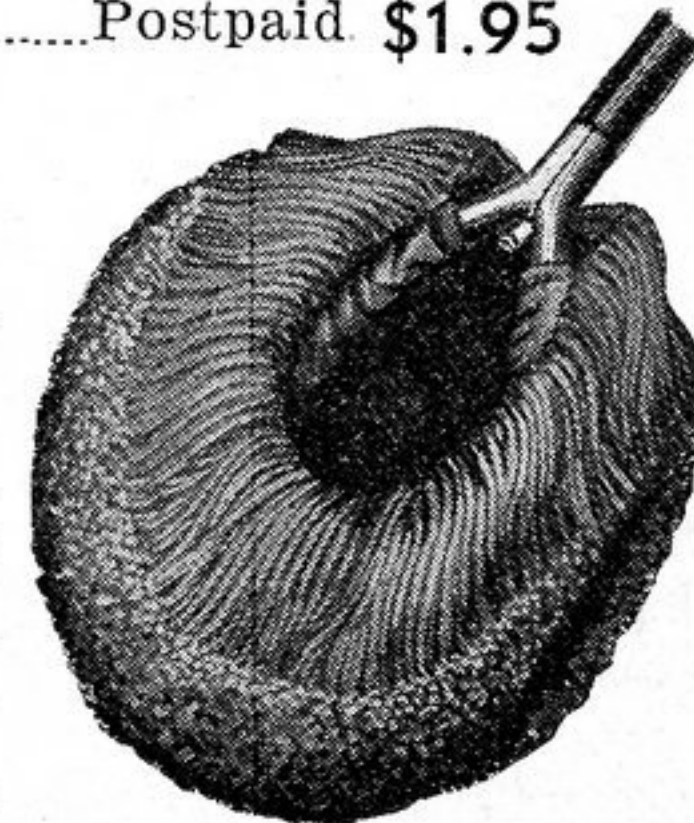
For drying small wash or ironing. Use indoors or out. No nails, screws. Hang over top of door, shower rail — anywhere. Affords 20 ft. of line space. Heavy steel wire, welded — rust-proof. Folds to 22 x 18 x 1-in.

- 7337Postpaid \$1.95

"Dustmaster" Floor or Wall Mop

A 3-in-1 dry or oil floor mop — also a wall mop. Oil with Larkin Polish or use dry. Cotton-yarn swab spreads over 14-in. area. Fitted over flexible coil-spring frame. Swab slips off for washing. Painted 48-in. wood handle.

- 5354Postpaid \$1.98



DURABLE CARMOTE PAINTS

Made by Carpenter Morton, Nationally-famous Paint Manufacturers!

HOUSE PAINT — for Exterior Use



White lead and linseed oil base built up with other fine ingredients. High-quality paint designed to give a tough, weather-resisting, durable finish. Protective as well as beautiful, with high covering qualities. State color and quantity.

COLORS: Ivory, Buff, Dawn Gray, Battleship Gray, Morocco Brown, Colonial Green, Black, White.

215 Quart..Mlg. wt. 5 lbs.\$1.65
Gallon..Mlg. wt. 18 lbs.\$5.75
5 Gals...Shpg. wt. 75 lbs.\$28.50

Safe-T-Prime White Undercoat

Has exceptional hiding qualities for exterior use, and as a primer under ANY OIL PAINT. Prevents many paint failures.

216 Gallon..Mlg. wt. 18 lbs.\$5.75
5 Gals...Shpg. wt. 75 lbs.\$28.50

Quantity of House Paint Required

Repainting: Add length of both sides to width of front and rear. Multiply this by the height to the eaves. Divide the result by 700 and you have the number of gallons of the body color required for one coat.

Exterior Primer or Undercoat: Divide the area of the house by 400 to determine gallons required for wood not previously painted.

Trimming: 1 gal. for each 5 gals. body color.

Hi-Lustre Interior Enamel



Ideal in kitchens, bathrooms, game rooms. Use on wood, metal, plaster, wallboard, indoor furniture, floors, toys. Brushes easily, flows out to a smooth, even finish. Dries overnight. Waterproof. Washable. Covers 650 sq. ft. to gal. State color, quantity.

COLORS: Colonial Ivory, Suntone, Yellow, Deep Ivory, Peach, Sea Green, Neutral Gray, Beverly Blue, White, Black.

217 Pint..Mlg. wt. 2 1/4 lbs.85c
Quart..Mlg. wt. 4 lbs.\$1.45
Gallon..Mlg. wt. 16 lbs.\$4.90

Larcoloid Porcelain Enamel

White — for kitchens and bathrooms. Dries in 3 to 4 hours to a beautiful, smooth, glossy finish to match white porcelain color on refrigerator, stove, bathroom furnishings. Non-yellowing. Exceptionally mar-resistant. Easily cleaned with damp cloth. State quantity.

218 Pint..Mlg. wt. 2 1/4 lbs.\$1.05
Quart..Mlg. wt. 4 lbs.\$1.90
Gallon..Mlg. wt. 16 lbs.\$6.80

White Enamel Undercoat

Flat white — perfect for all types of enamel. Dries to a non-porous surface which allows enamel to produce its maximum finish. MUST be used on woods never before painted to seal pores. White. State quantity.

219 Pint..Mlg. wt. 2 1/4 lbs.\$.75
Quart..Mlg. wt. 5 lbs.\$1.35
Gallon..Mlg. wt. 14 lbs.\$4.50



Aluminum Paint

For radiators, stoves, lamps, auto parts, metal and wood surfaces, interior or exterior. Ready mixed, easy to apply. Dries quickly.

4611 Pint..Mlg. wt. 1 1/4 lbs...75c
1/4 Pint..Mlg. wt. 6 oz...25c

Carmote Sof Glos Semi-gloss Interior Wall Finish



A washable, semi-gloss, vogue finish in lovely pastels. Gives new beauty to walls, woodwork—in bathrooms, bedrooms, living rooms, kitchens, halls, etc. Brushes easily, dries to a soft gloss in 4 to 6 hours. State color, quantity.

COLORS: Antique Ivory, Light Peach, Purple Blue, Primrose Yellow, Coral, Lettuce Green, White.

221 Quart..Mlg. wt. 4 lbs.\$1.40
Gallon..Mlg. wt. 16 lbs.\$4.60

Primer and Sealer

Quick-drying first-coater for plaster, wall board. Maximum sealing qualities. One coat usually prepares surface perfectly for Larcolite or Sof Glos. White only.

222 Quart..Mlg. wt. 4 lbs.\$1.20
Gallon..Mlg. wt. 14 lbs.\$3.75

Kotall Flat Wall Finish

Primeless, self-sealing, oil-base paint — gives a velvet-flat wall finish. One coat covers almost any surface — wallpaper, painted or new plaster, tile, brick, wallboard, cement. Requires no undercoat. Washable. Dries in one hour. Can be tinted with standard oil colors. State quantity and color.

COLORS: Cream, Antique Ivory, Yellow, Purple Blue, Peach, White.

226 Quart..Mlg. wt. 5 lbs.\$1.10
Gallon..Mlg. wt. 18 lbs.\$3.45

Floor and Deck Enamel For Exterior or Interior Use

High-gloss finish for floors, porches, boats. For wood, cement, linoleum. Hard, tough surface, resistant to water.

COLORS: Golden Oak, Dark Oak, Gray, Tile Red, Blue Gray.

220 Quart..Mlg. wt. 4 lbs.\$1.50
Gallon..Mlg. wt. 11 lbs.\$4.95

Larcoloid Varnish Stain

Stains, varnishes furniture or woodwork in one operation. Transparent. Dries to the touch in one hour — provides very hard, smooth surface. Resistant to alcohol and alkali. State color and quantity.

COLORS: Light Oak, Dark Oak, Walnut.
224 Pint..Mlg. wt. 2 1/4 lbs.85c
Quart..Mlg. wt. 4 lbs.\$1.50

Floor and Trim Varnish

Produces durable, hard, transparent, glossy surface unaffected by hot water—not brittle—won't chip. Resistant to acid, alkali, alcohol, fruit juices, other liquids. Light amber color. Dries overnight. For wood floors, furniture, woodwork. Gallon covers 600 sq. ft.

223 Quart..Mlg. wt. 4 lbs.\$1.10
Gallon..Mlg. wt. 13 lbs.\$3.50

Wear-Well All-purpose Varnish

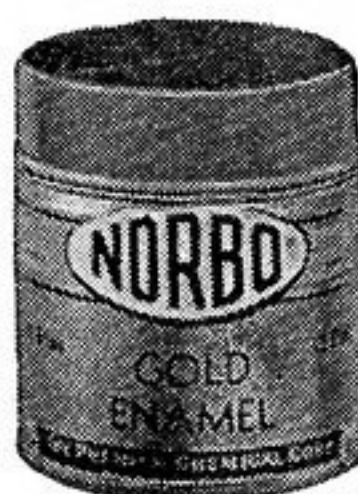
Clear spar varnish for durable, high-gloss finish indoors or out—furniture, floors, woodwork, boats, etc. Dries overnight.

227 Quart..Mlg. wt. 3 1/2 lbs.\$1.20
Gallon..Mlg. wt. 13 lbs.\$4.00

Linoid Linoleum and Floor Finish

For linoleum or wood floors. Elastic, durable, pliable. Dries overnight. Waterproof. Used periodically, Linoid is economical, satisfying. Not slippery. No waxing necessary. Covers 500 sq. ft. to the gal.

225 Quart..Mlg. wt. 4 lbs.\$1.45



Gold Enamel

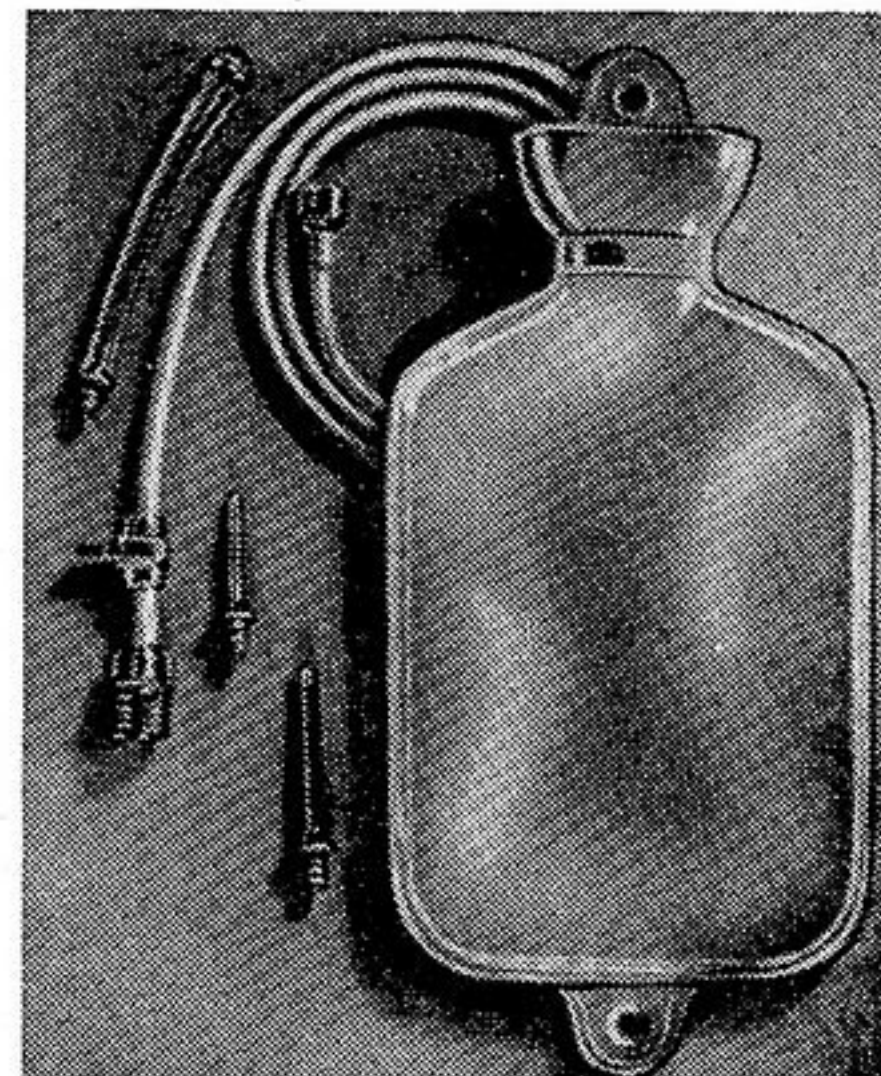
Bright, lasting, gold-color enamel. Powder and liquid to mix as wanted. Use on hot or cold surfaces, exterior or interior.

1486 1/2 Pint..Mlg. wt. 4 oz...25c
1/4 Pint..Mlg. wt. 8 oz...40c

COMBINATION Hot-water Bottle and Fountain Syringe

Attachments include 4' 8" tubing with attaching caps and snap-type metal shut-off, 3 screw-style, black, hard rubber pipes (infant and adult rectal, and full-circular vaginal spray). For douches or enemas. Mlg. wt. 1 1/2 lbs.

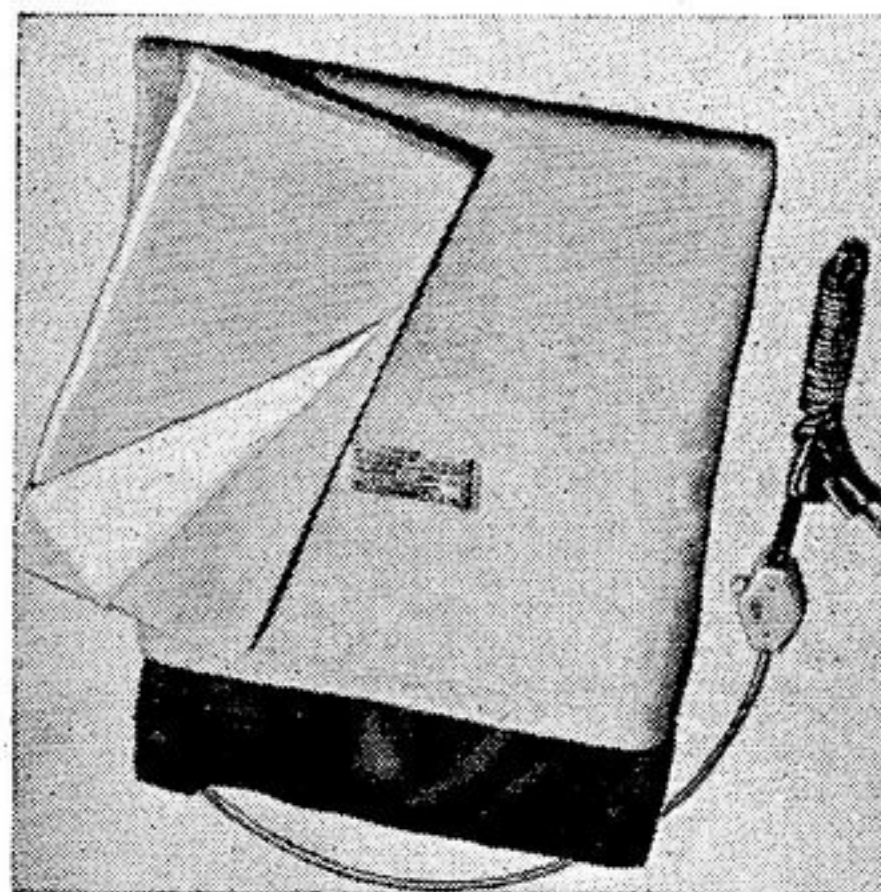
2451\$1.75



"Westinghouse" WARMING PAD

Heating unit completely sealed in rubberized cloth. Four-adjustment switch for heat control. Removable "Wulnap" tearose cover; also slip cover. Wet-proof. Pad 12 x 15 in. 110-120 volts; 60 watts, A-C or D-C 8-ft. rubber-covered cord.

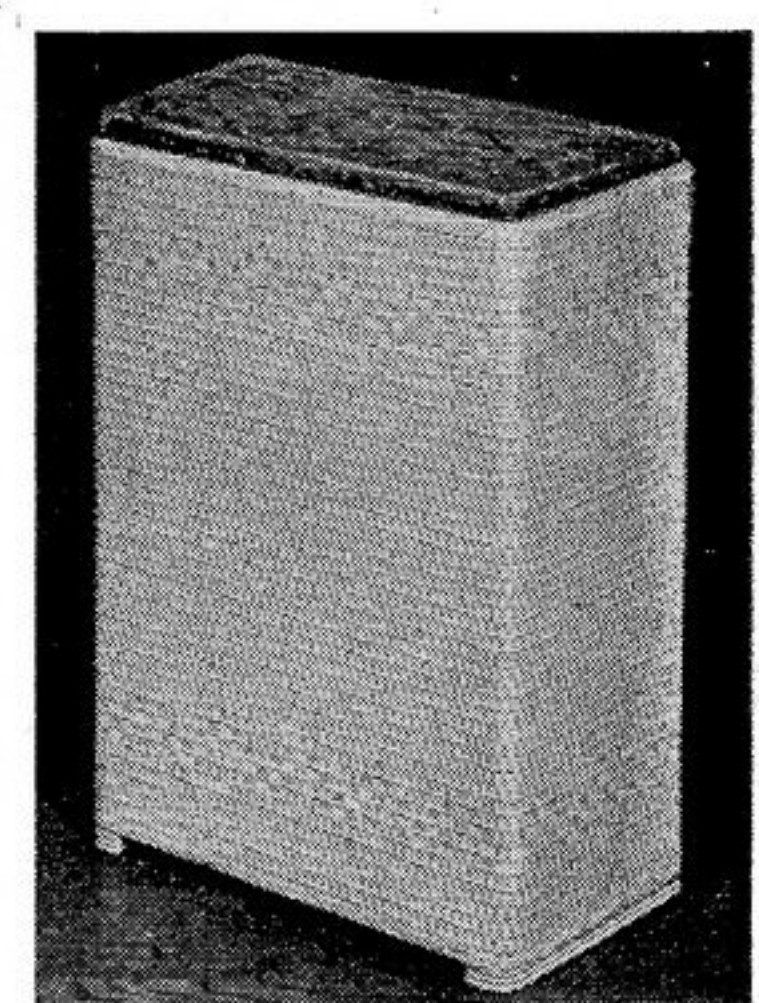
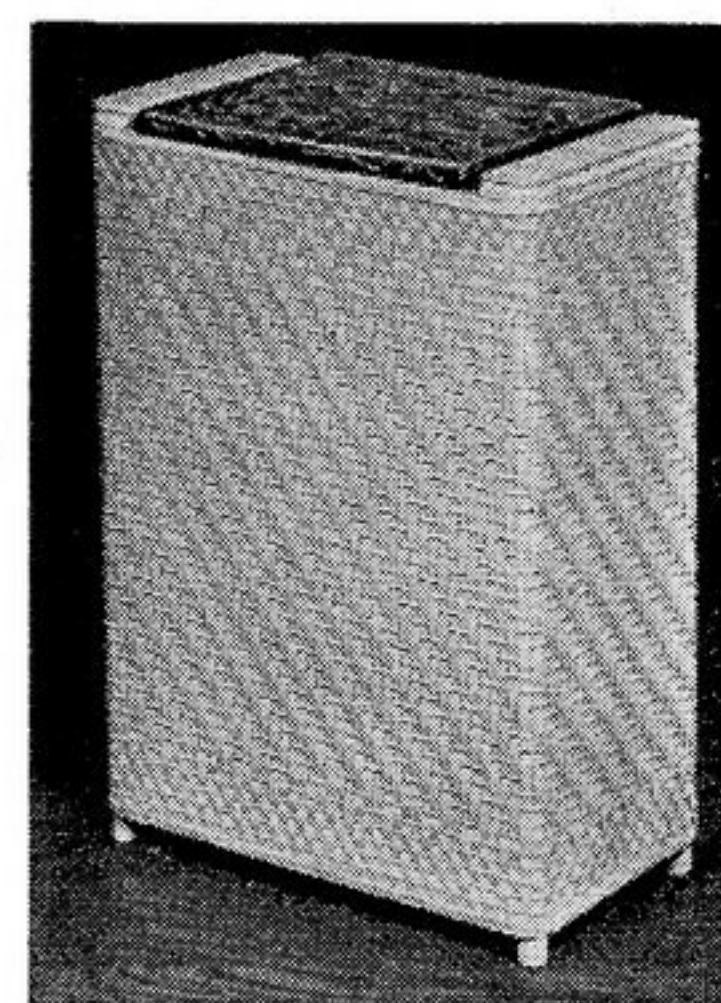
5460 Postpaid \$7.95



"BORG" BATH SCALE

Light and compact. Weighs only 6 1/2 lbs. Easy-to-read figures on metal dial under magnifying lens — up to 250 lbs. Big 12 x 9-in. platform, 2 1/2 in. from floor. 4 non-skid feet. Rust proofed. White with chrome-plated head and contrasting marbled tile rubber.

7270Postpaid \$6.95



CLOTHES HAMPERS

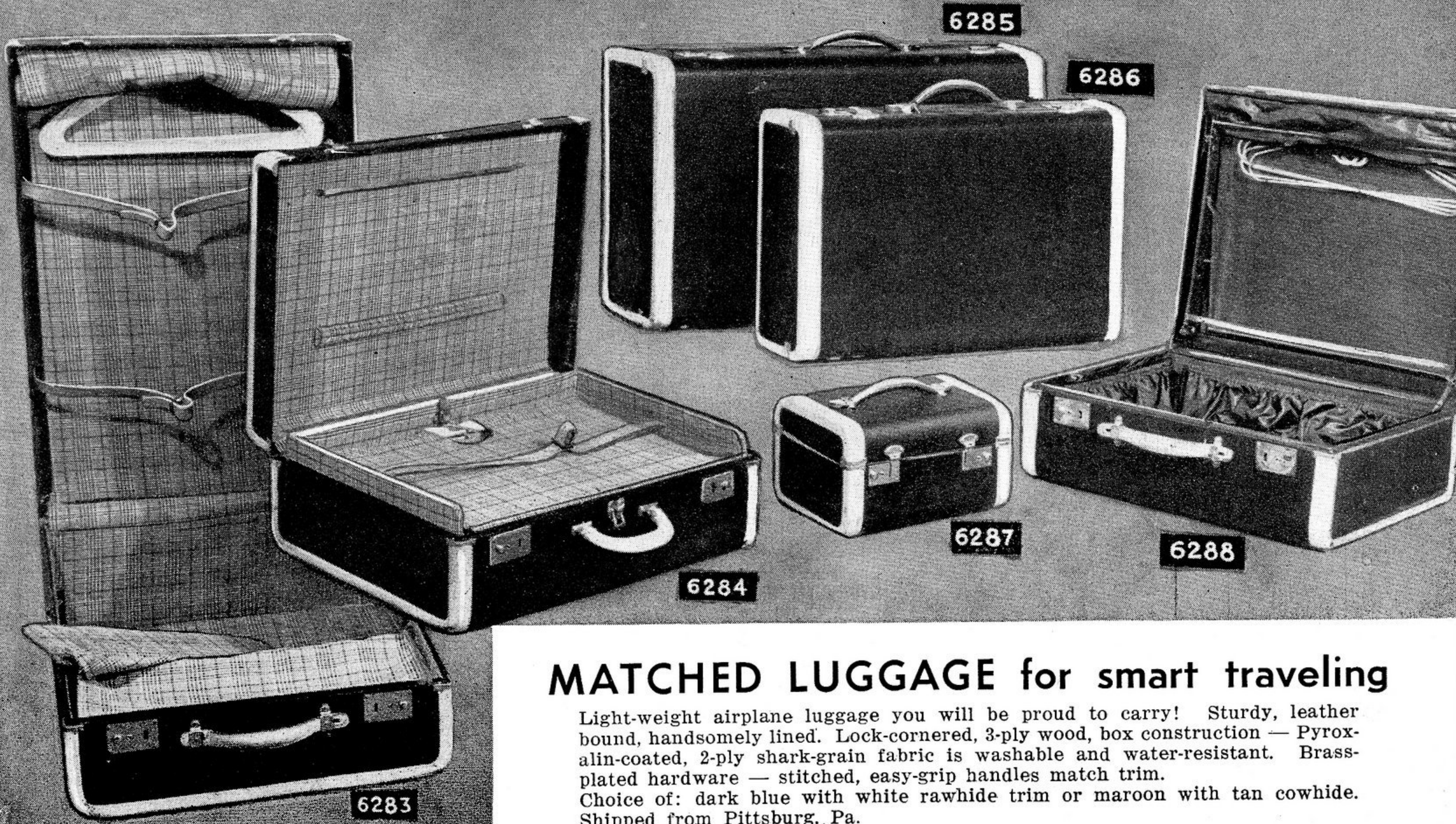
Body of closely-woven fibre with inner frame, back brace, and bottom of wood, smoothly finished. Wide, hinged cover of lustrous mother-of-pearl plastic finish, bonded to 5-ply veneer plywood. Sturdy, strong, beautiful! Convenient for bathroom, bedroom, nursery, laundry — as handy for dry wash waiting to be ironed as for storage of soiled laundry.

Left, above: Self-ventilating. White enamel finish. Size: 19 x 10 in.—26 1/4 in. high.

Shpg. wt. 10 lbs.
1897\$5.25

Right, above: Finer and more beautiful than No. 1897. Size: 19 x 10 in. — 26 1/4 in. high.

Shpg. wt. 12 lbs.
1898\$6.00



MATCHED LUGGAGE for smart traveling

Light-weight airplane luggage you will be proud to carry! Sturdy, leather bound, handsomely lined. Lock-cornered, 3-ply wood, box construction — Pyroxalin-coated, 2-ply shark-grain fabric is washable and water-resistant. Brass-plated hardware — stitched, easy-grip handles match trim. Choice of: dark blue with white rawhide trim or maroon with tan cowhide. Shipped from Pittsburg, Pa.

ROOMY FORTNITER

Packs sufficient for a lengthy trip. Dresses and men's suits fit in the lid with only one fold — top coat goes there, too. 3 ply-wood hangers on metal fixture — plaid cotton dust-curtain, leather straps hold clothes in position.

Spacious lower section has 2 adjustable partitions and dust curtain. Well-padded handle and trunk-locks at end and one side — carry case either way. Plaid cotton lining. Size: 29 x 20 x 8 3/4 in. Mlg. wt. 18 lbs.

6283 State color **\$33.50**
Federal Tax \$6.70

MAN'S TWO-SUITER

Removable tray, with 2 ply-wood hangers and leather strap, holds 2 complete suits — lid opens without disturbing them. Hang ties over metal rod in lid, tuck ends under elastic strap — no wrinkles. Entire case plaid cotton lined; light-weight. Size: 24 x 18 x 8 1/2 in. Mlg. wt. 16 lbs.

6284—State color **\$24.50**
Federal Tax..\$4.90

PULLMAN CASE

Easy to pack — always seems to have "room for just one more thing." Four shirred pockets—3 in body, 1 in lid. Size: 26 x 16 x 8 3/4 in. Rayon-taffeta lining. Mlg. wt. 12 lbs.

6285—State color **\$19.95**
Federal Tax..\$3.90

21-INCH OVERNITE CASE

Carries all you need for overnight or week-end trip! Very light-weight. 21 x 13 3/4 x 6 1/2 in. Rayon-taffeta lined. Handy shirred pockets — 3 in body, 1 in lid. Mlg. wt. 8 lbs.

6286—State color **\$14.95**
Federal Tax..\$2.99

WOMAN'S TRAIN CASE

Carries all the cosmetics, etc. needed while traveling by train or auto. So roomy, in fact, many will use it as an overnite case. Adjustable leather strap holds bottles and jars securely. Rayon-taffeta lined. Mirror in lid. The "cutest trick" in luggage today! Size: 12 x 8 3/4 x 7 in. Mlg. wt. 6 lbs.

6287—State color **\$14.95**
Federal Tax..\$2.99

WARDROBE CASE

Puts real pleasure into women's traveling! Packs 6 to 8 dresses in lid — wrinkle-free. 3 metal hangers on metal fixture and a rayon-taffeta dust curtain to draw taut over all — keeps dresses away from other luggage.

Body features roomy, shirred pocket along back and both ends of body lining. Rich-looking rayon-taffeta lines entire case.

Over-all size: 21 x 17 3/4 x 8 3/4 in. Mlg. wt. 13 lbs.

6288—State color **\$24.50**
Federal Tax..\$4.90

Travel-tested STRIPED LUGGAGE—Matched pieces

Handsome airplane luggage that's rugged and sturdy notwithstanding its light weight. Water-resistant, washable Pyroxalin-coated canvas — beige, with brown-and-tan stripes. Dark brown, top-grain cowhide binding and handles. Lock-cornered, 3-ply wood, box construction. Brass-plated hardware; fine rayon-taffeta lining.

21-in. OVERNITE

No trouble to pack — no trouble to carry. The perfect case for week-end trips—in fact, many women find it more satisfactory to take two overnites for long trips than one large case. 3 shirred pockets in body lining — 1 in lid. Over-all size: 21 x 13 3/4 x 6 1/2 in.

Mlg. wt. 7 lbs.

5490 **\$12.50**
Federal Tax..\$2.50

PULLMAN

With a large shirred pocket in the lid and three in the body, this extra-long case is easy to pack. Easy to carry, too, because of its narrower width.

Over-all size is 26 x 16 x 8 3/4 in.

Space for everything—seemingly always space for something more.

Mlg. wt. 11 lbs.

5495 **\$17.50**
Federal Tax..\$3.50

WARDROBE

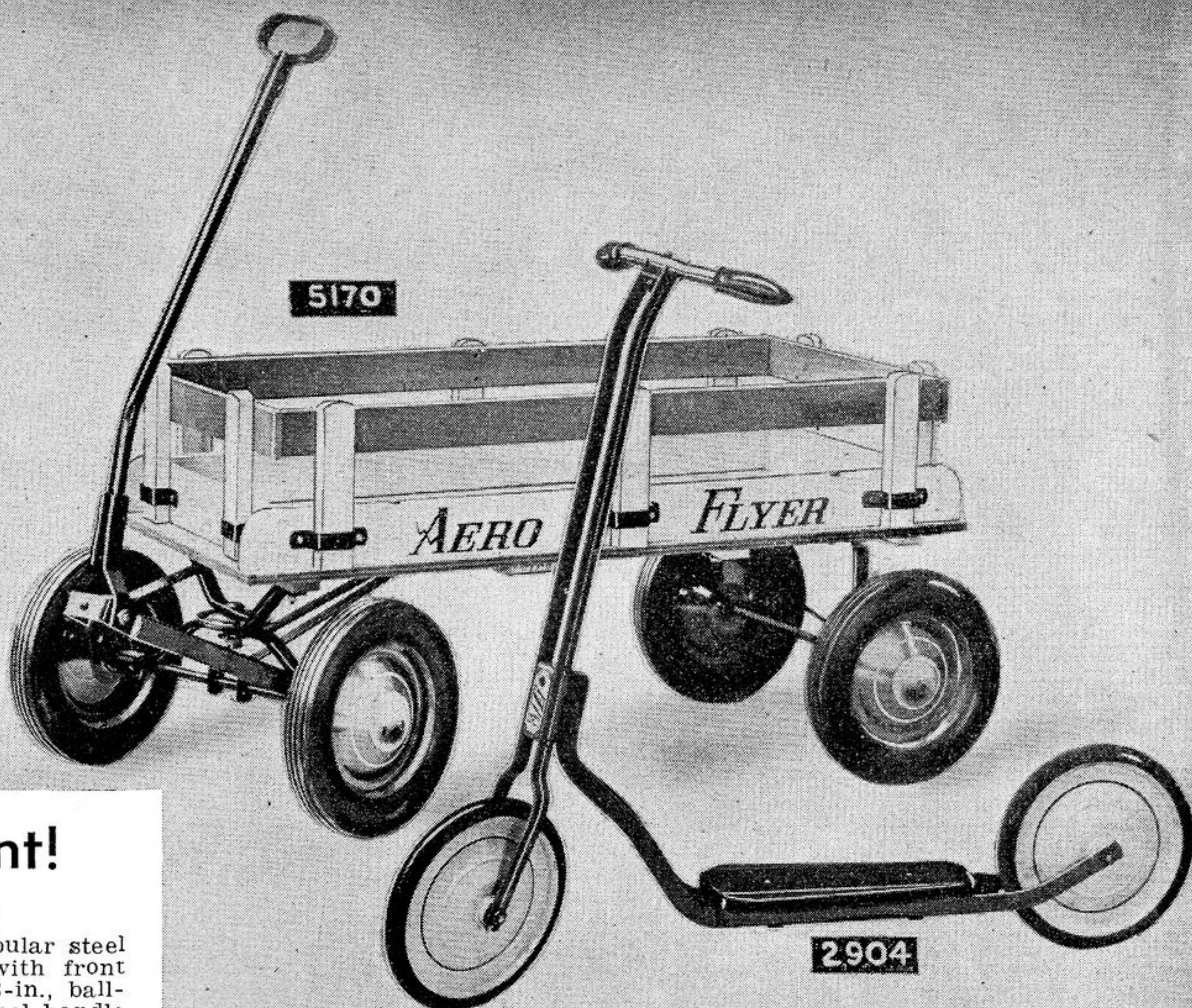
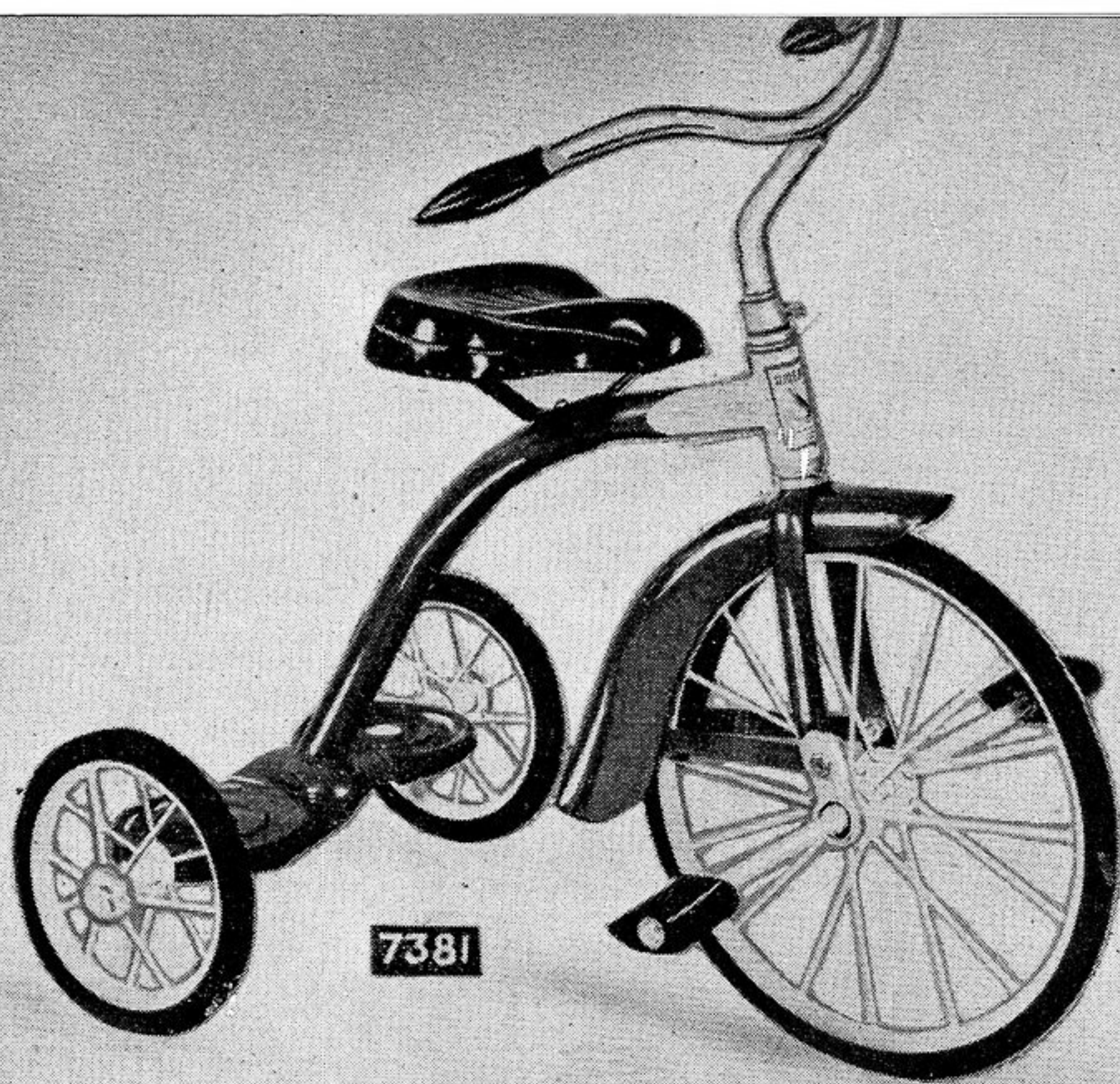
No "packed" look about dresses carried in this lovely rayon-taffeta-lined case that measures 21 x 17 3/4 x 8 3/4 in. Accommodates 6 to 8 dresses in its lid with dust-curtain keeping all intact — elastic at sides holds it taut.

Four plywood hangers included. Three shirred pockets in body lining.

Mlg. wt. 12 lbs.

5491 **\$21.50**
Federal Tax..\$4.30





For Year-'round Enjoyment!

VELOCIPEDE — 1-in. solid rubber tires

For children 4 to 8 years. Strong, durable. 15/16-in. tubular steel frame in red-and-white enamel finish. Solid-steel fork with front wheel fender. Large bucket seat adjusts to 3 positions. 18-in., ball-bearing front wheel. 10-in. sleeve-bearing rear wheels. Steel handle bar, adjustable for height. Rubber grips, pedals. Heavy steel wheels, 1-pc. rims.

7381—Shipped K.D. Mlg. wt. 21 lbs.\$11.95

STAKE WAGON — strongest made!

Stakes pull out to make express wagon — and it's practically noiseless on its 2-in., semi-pneumatic tires. Here's a wagon that will "take the gaff." Heavy, kiln-dried, hard wood — 16 x 36-in. size with 10-in., roller-bearing, double steel-disk wheels painted red with white stripe. Varnished natural color with red stake-sides — steering gear and handle are black.

5170—Shipped K.D. Shpg. wt. 45 lbs.\$17.50

STREAMLINED SCOOTER — Speedy! Smooth!

Really keen — bright-blue frame, cream-color steel handles with rubber grips, cream wheels with blue stripe. It's a beauty! Roller-bearing, double-disc wheels with 15/16-in. rubber tires. Black wooden foot-board, steel foot-brake and kick-stand. 33 in. high, 39½ in. long.

2904—Shipped K.D. Mlg. wt. 18 lbs.\$5.75

COLLAPSIBLE DOLL CARRIAGE

Proud, indeed, is the little mother who wheels this handsome, big, carriage! And — her baby really "rides in style." Room enough for several dollies. Tops the list for value — and folds flat for storage. The 25 x 13 x 10½-in., maroon-and-white body of high-grade, rubber-treated leatherette is 20½ in. high and has maroon-and-gray hood with vizor. Sturdy metal frame with 7½-in., rubber-tired, white wheels — 10-spoke style with axle sleeve and large hub box; plated hub caps. Nickel-plated handle, 30 in. from floor. Foot-brake. Shipped flat — wheels and hood easily, quickly attached.

4133—Mailing weight 14 lbs.\$9.95



7291

4634

5150

Famous "Armstrong" Felt-Base Rugs

Known everywhere for high quality, lasting wear, smart design, rich coloring! Three attractive designs; sizes to fit every need. Many use these easy-to-clean rugs throughout their homes, especially where there are children, saving expense, time, and energy. Patterns and colors are like those of costly rugs and the felt base lends softness, helps deaden sound, will not mark easily. Once tried, you'll prefer them, too.

BLOCK PATTERN (Extreme Left)

Favorite for kitchens. Mottled black-gray-and-white with the same colors repeated in blocks and border, plus bright-red for cheery accent. Will not show dust quickly.

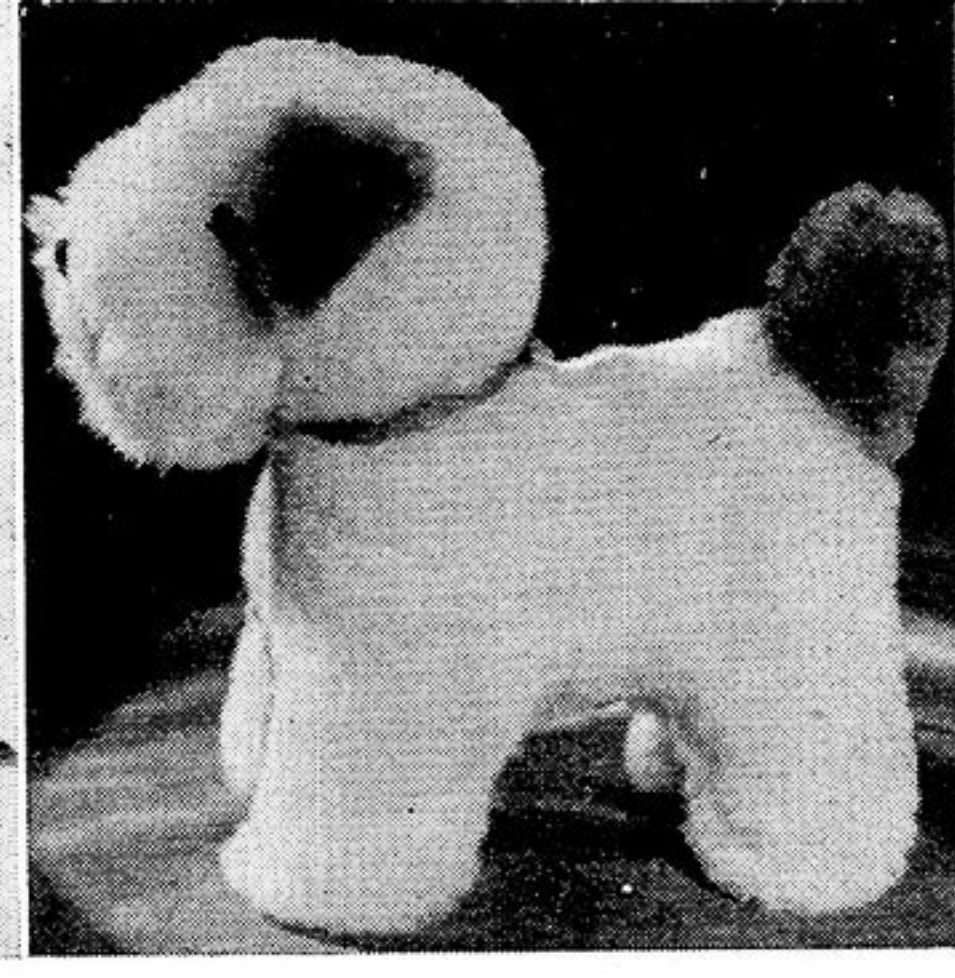
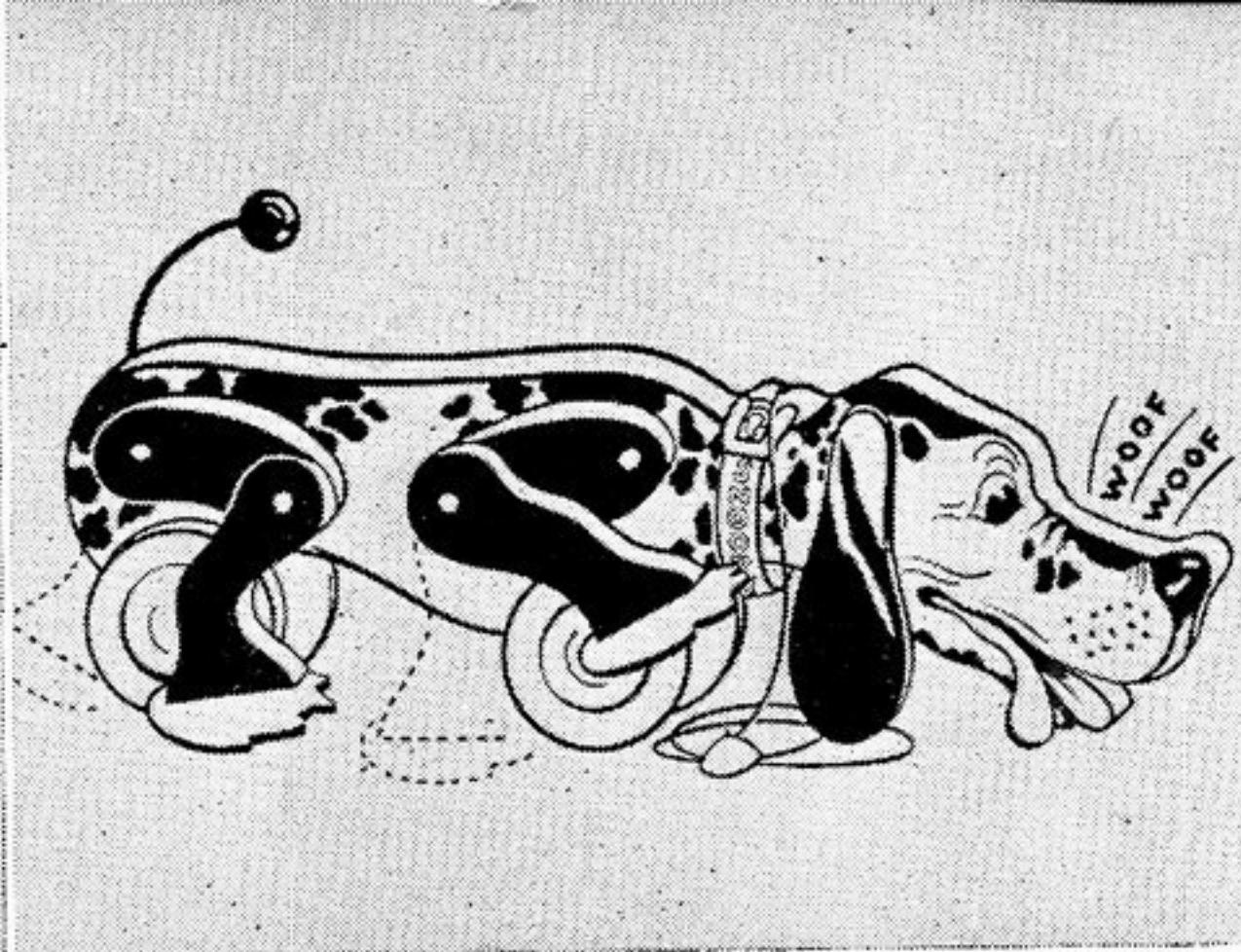
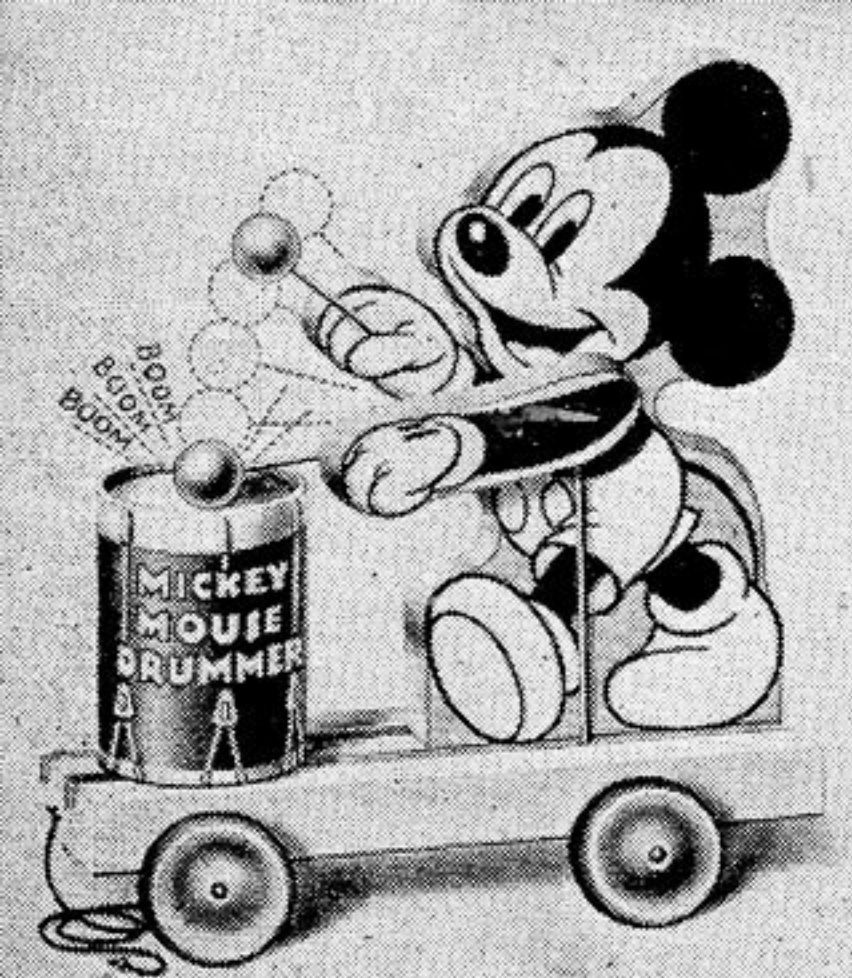
FLORAL PATTERN (Center)

All-over floral for bedroom, dining-room any room. Wilton effect in deep rose with design in white, effectively toned down with gray and slight touches of green.

LEAF-FLORAL PATTERN (Right)

For living-room, sun porch, bedroom. Modern! Red, rose, gold, yellow flowers and dark-green leaves — sprinkled over a deep beige-and-tan leaf background.

Size	Block Pattern	Floral Pattern	Leaf-Floral Pattern	Price	Shipping Weight
9x12-ft.	7291-1	4634-1	5150-1	\$10.50	46 lbs.
12x12-ft.	7291-2	4634-2	5150-2	15.95	61 lbs.
12x15-ft.	7291-3	4634-3	5150-3	19.95	75 lbs.



FAMOUS "FISHER PRICE" PULL TOYS—with sound

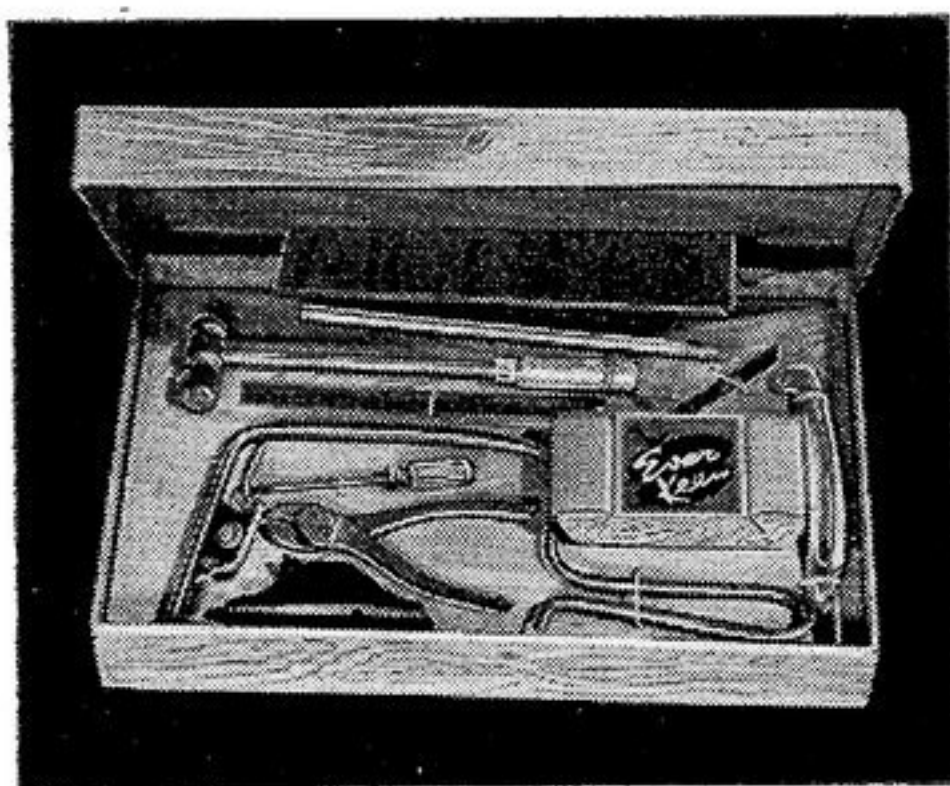
MICKEY MOUSE DRUMMER — Beats out a lively rhythm on his big blue, metal-topped fibre drum. A clever little entertainer and so cute in his colorful outfit. Mickey, as well as the brightly-enameled base and wheels, is made of wood. Over-all height is 8½ in. and the length, 8½ in.
3045—Mlg. wt. 1 lb. **79¢**

SNOOPY SNIFFER — Greatest laugh-producing toy made! Swaggers along with his ludicrous, jointed-leg, splay-footed gait "woofing" loudly . . . still funnier when he walks backwards with his "scenter" ever close to the ground! Solid wood with rubber paws, floppy cloth ears, coil-spring tail. White with black spots—red tongue, collar, wheels, pull-cord. 16½ in. long, 5¼ in. high.
3618—Mlg. wt. 2 lbs. **\$2.25**

ELSIE'S DAIRY TRUCK — with popular Beau-Regard at the wheel of Mama Elsie's truck, banging away on the large nickel bell with his wooden hammers, warning everyone to clear the way. 2 milk bottles. Wood — and very colorful. 9¾ in. long, 6½ in. high. Mlg. wt. 1½ lbs.
3330 **\$1.50**

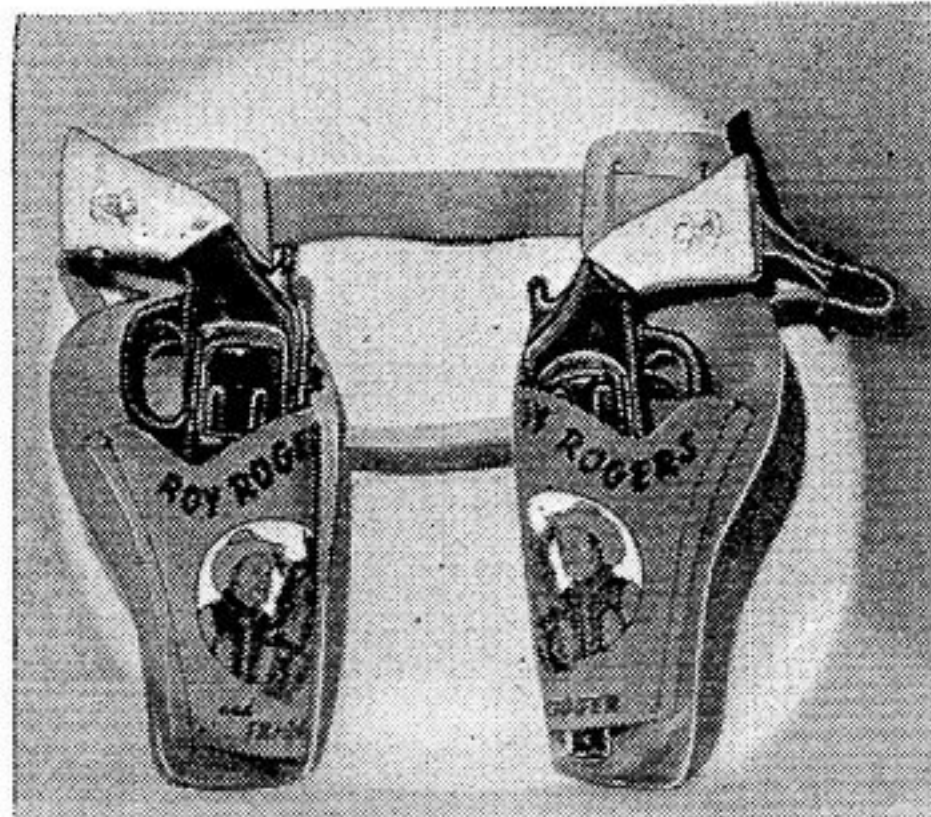
LAMBSKIN TERRIER

Safe for tiniest tots! Nothing to pull out or swallow — eyes and nose embroidered! Treat him as if alive — bathe him with mild suds — keep his 100% wool sheepskin hide soft, lovely. Natural color, with darker ears, tail — red plastic collar. 9½ in. long, 9 in. high. Gift-boxed.
3657—Mlg. wt. 1½ lbs. **\$3.25**



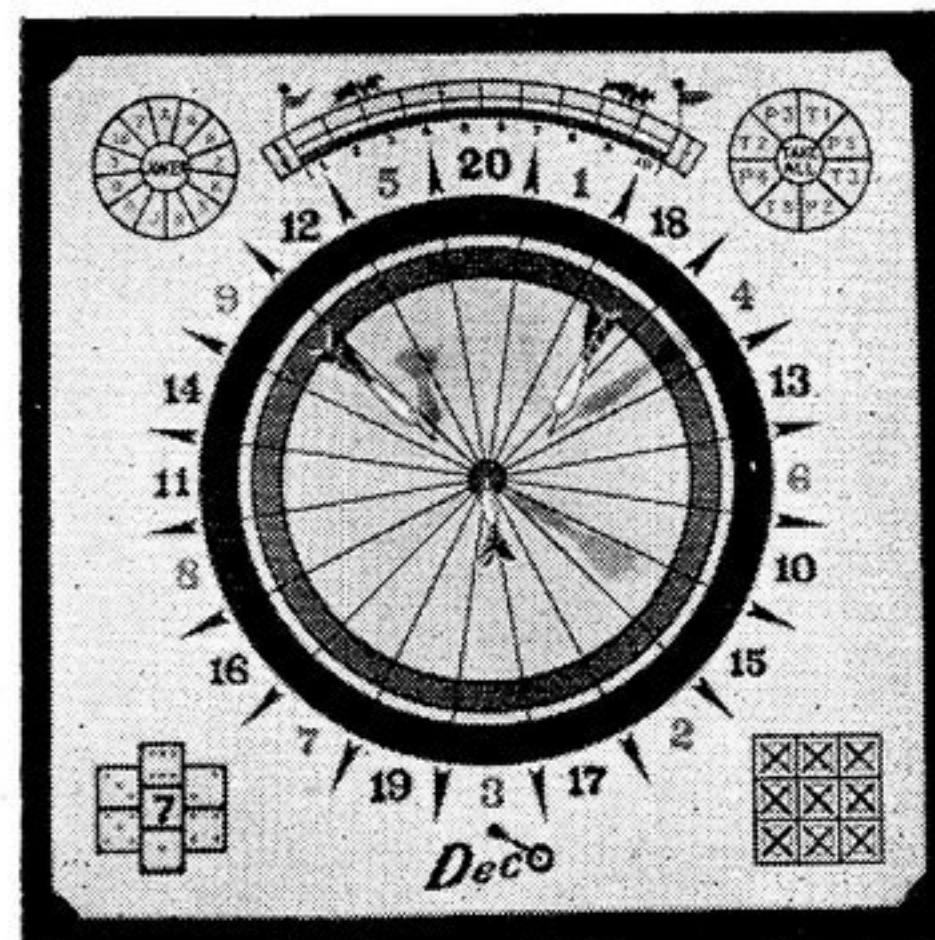
"EVER-KEEN" TOOL KIT

General utility set with tools for almost any job — keen, perfect! Includes solid-aluminum block-plane with hardened-steel blade that smoothes rough spots like magic, 3 sheets sandpaper, jigsaw, pencil, screwdriver, pliers, metal rule, hammer, Exacto cutting tool, hardwood sander. Strong, wood-grained cardboard box 12¼x8x2 in.
7390—Mlg. wt. 2 lbs. **\$2.95**



HOLSTER SET

"Roy Rogers" set that makes a fellow feel like a real, seasoned cowboy! Two 8½-in., black-enameled metal, click pistols with white grips — each in its own holster, bearing the name and likeness of his hero. Adjustable belt and holsters are natural-color leather.
2903—Mlg. wt. 2¼ lbs. **\$1.75**



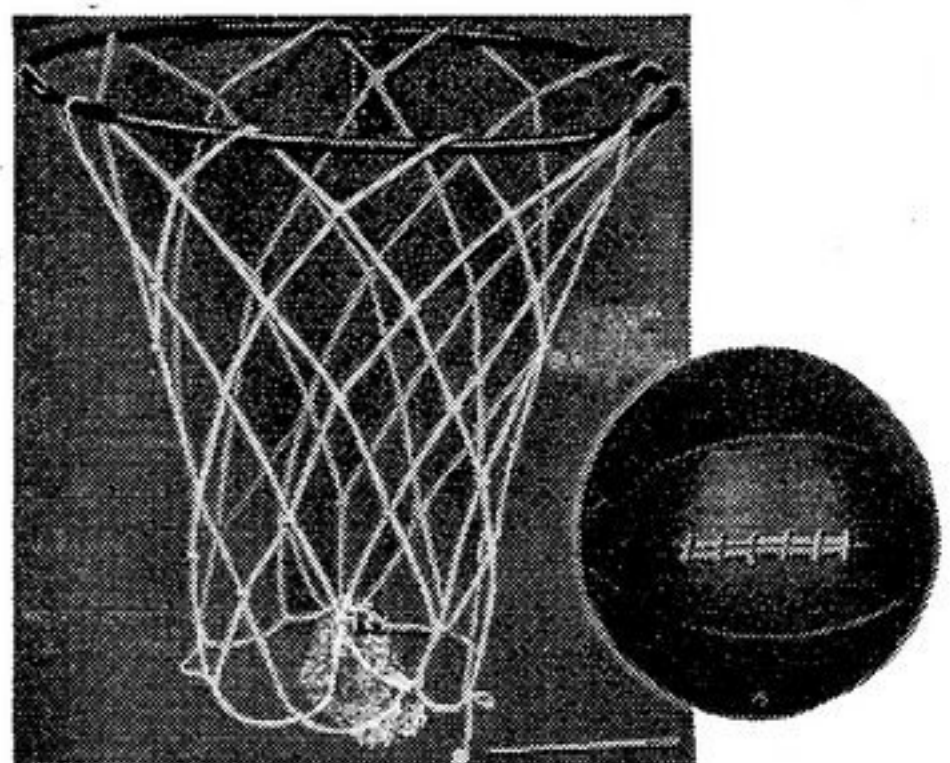
2-WAY DART BOARD

Regulation dart game — with baseball game on opposite side. Hours and hours of fun for young and old. 23½ in. composition board, three metal-tipped, weighted darts with feathered fins.
5487—Mlg. wt. 6 lbs. **\$1.75**



CUDDLY PANDA

How little folks do love a soft, black-and-white rayon-plush panda! Black felt panda markings firmly sewn behind glass button eyes. Realistic black stitched mouth and nose, red felt tongue. Red ribbon collar. Very well made — cotton-filled. 13 inches tall.
1463—Mlg. wt. 1 lb. **\$1.95**



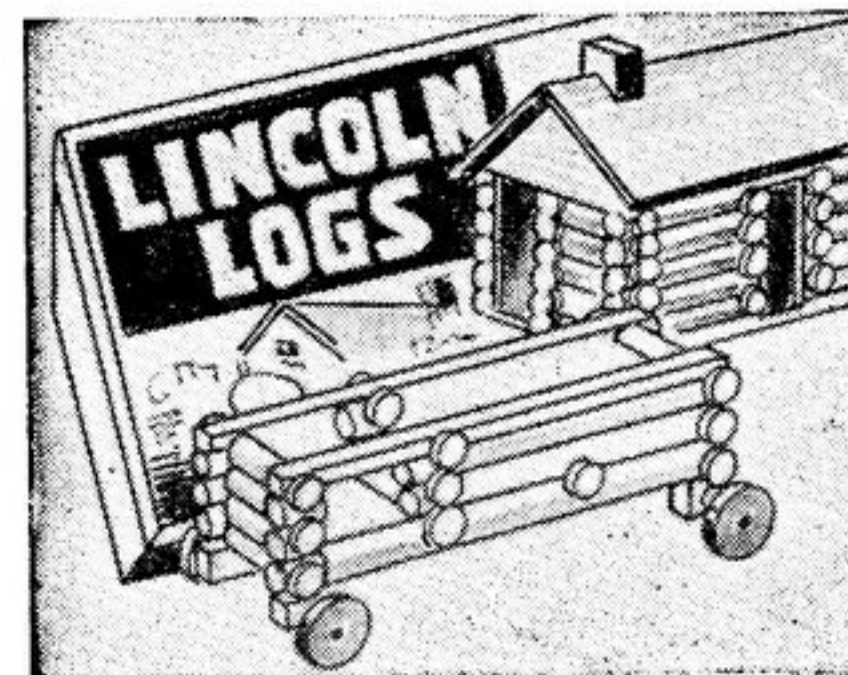
BASKETBALL SET

Helps boys and girls develop skill in "shooting the basket." Metal bracket, ring — fasten on board, wall, or pole. Cotton seine net. Junior size ball has grained imitation-leather cover with laces. Rubber bladder and valve. Needle for inflating fits any standard air pump. Mlg. wt. 2 lbs.
3132 **\$2.75**



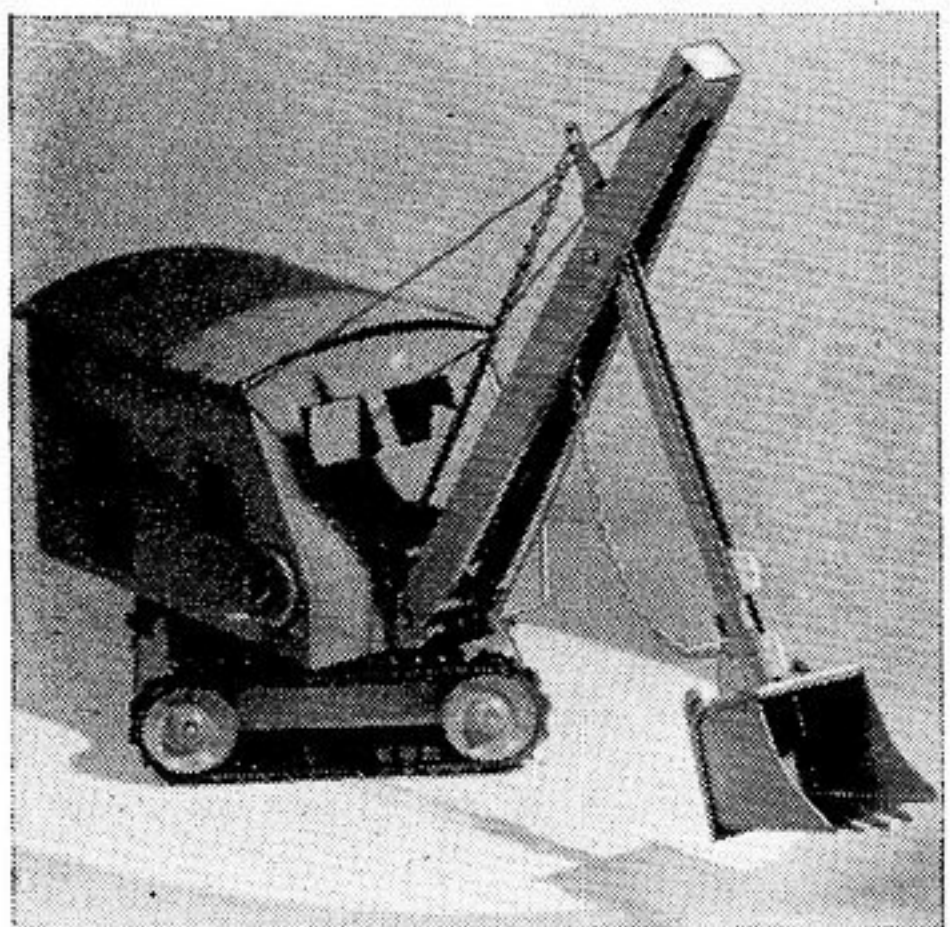
FOOTBALL

Official size. Pebble-grained, imitation-leather with tough canvas back. Bladder has leak-proof rubber valve, plastic lace, needle for inflating. 11½ x 6½ in.
1865—Mlg. wt. 1 lb. **\$1.95**



79-Pc. LINCOLN LOG SET

Hardwood logs stained brown, waxed. Gables, chimneys, wheels, roof pieces brightly colored. Timbers interlock at corners. Build cabins, etc.
9114—Mlg. wt. 3 lbs. **\$2.00**



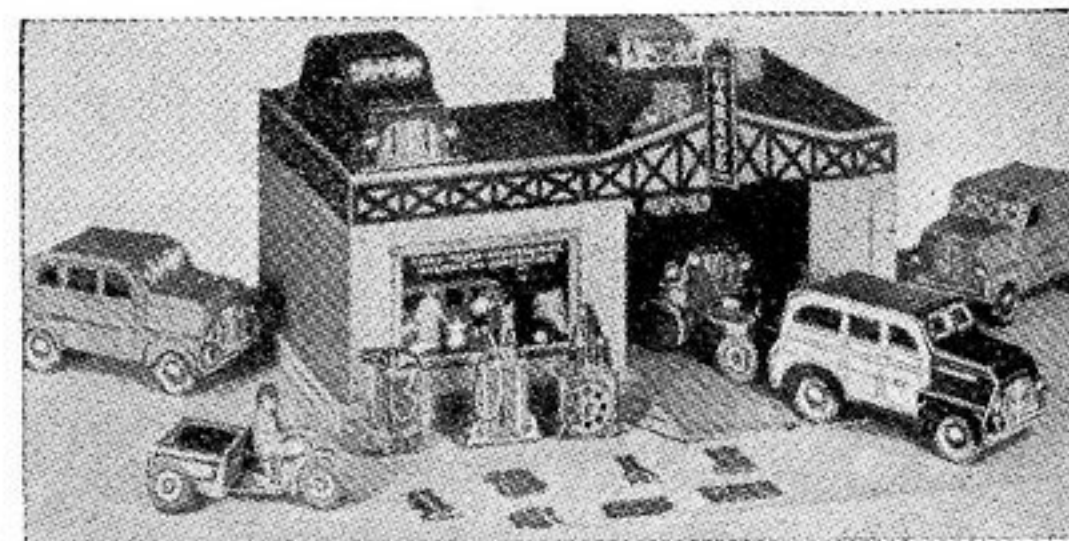
STEAM SHOVEL

Reproduction latest model. Revolving cab, rubber tractor-tread. Easy-turning crank automatically controls unloading of shovel — also raises and lowers it. Sturdy Structo steel live-action pull toy. Painted bright horizon-blue. 21½ x 6½ in. 7¼ high.
7278—Mlg. wt. 3 lbs. **\$2.95**

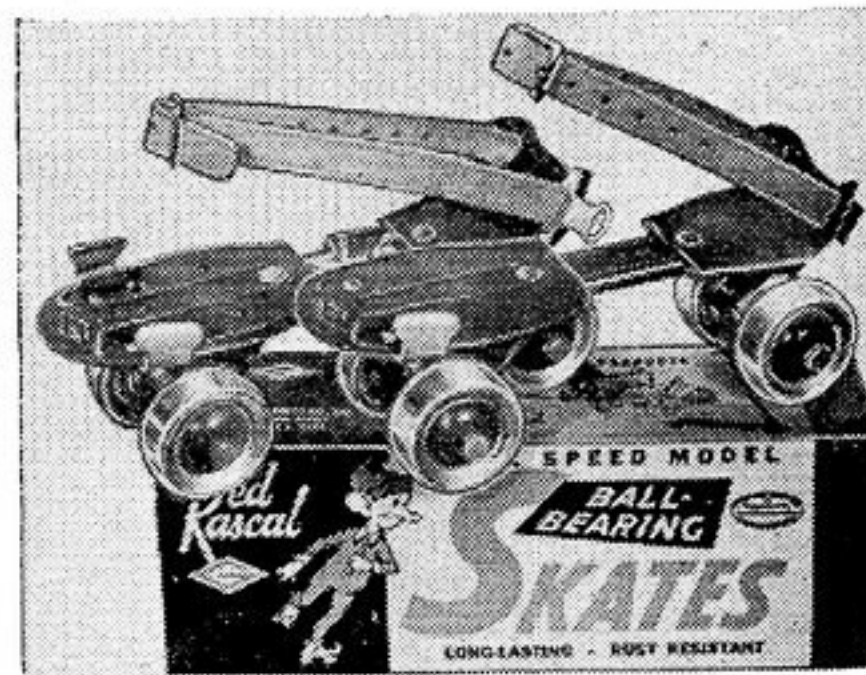


You'll Have Fun Setting Up these Toys!

MOTOR FLEET — Passenger sedan, snub-nose truck, gasoline truck, pick-up truck, each 6¼ x 2½ in. and 2½ in. high. Rubber-tired, 2-tone enameled. Heavy cardboard box, 11½ x 7¼ x 2½ in. folds into gas station — 2 pumps.
7991 Mlg. wt. 2¼ lbs. **\$1.50**



9-PC. GARAGE SET — Everything, even to the greasing machine and reserved roof-top parking stalls. Trucks, tow cars, station wagons, etc. — with rolling wheels. Tough fibre-board attractively colored. Garage set up — 16¾ x 10¾ in. — 7½ in. high. Shipped K.D.
2388—Mlg. wt. 2 lbs. **\$1.25**



ROLLER SKATES

Heavy-gauge steel and ball-bearing! Non-rusting heel and toe plates — red enameled. Adjustable, sure-grip, broad toe clamp. Rubber-cushioned wheel mountings. Hardened bar-steel wheels with wide tread. Center bar adjusts from 8 to 11 in. Leather straps. Fit child's shoe 7 to adult's size 10.
1087 Mlg. wt. 4½ lbs. **\$2.95**



"BETSY WETSY"

The nursing doll with Layette

She drinks — she wets — she sleeps — she's practically indestructible! Bathe and powder her like a real baby. She feels live — soft, smooth rubber except the plastic head. Arms, legs, head are movable. 11 in. tall. With nursing bottle — wearing shirt, diaper. Layette: dress and bonnet (assorted styles), 2 diapers, 4 safety pins, 3 puffs, shoes, sox.

7288—Mlg. wt. 2 lbs.\$5.95



Beautiful Dolls any little girl would love to mother!

ENCHANTING-EYE DOLL — Horsman's 19-in., soft-body doll. Sweetest little curly-headed baby with eyes that roll from side to side and close in sleep. Crying voice — sewed mohair wig. Composition legs, arms, head that turns. So dainty in her permanent-finish organdy dress and matching bonnet — assorted pastels. Wears petticoat, sox, shoes, panties, too. Adorable!

1482—Mlg. wt. 4 lbs.\$6.95

17-IN. MAMA-PAPA DOLL — made by Horsman, so famous for lovely dolls. With two voices — tilted forward she says, "Ma-ma" — backward, she cries "Pa-pa." Soft, life-like body with composition legs, arms, turning head — moving glassine eyes and lashes. Babylike, even to her matching dress and bonnet (assorted) of fine organdy — her petticoat, rubber panties, shoes, sox.

3355—Mlg. wt. 3 lbs.\$5.75

"PIGTAILS" — famous Horsman's "Bright Star." 13-in. dolly that can be grown-up or little girl — those long braids of fine, sewed mohair can be coroneted atop her head. In charming print dress (assorted), sheer organdy pinafore, imitation-straw hat, pants, shoes, sox. Moves her eyes and lashes, shows her teeth. Composition-jointed; swivel head.

5148—Mlg. wt. 2½ lbs. \$3.75



DOLL'S BATHINETTE

Like mother uses for her baby — water-proof fabric tub has drain tube with metal clip, sliding table-top with chest strap — for powdering and dressing. Sturdy white - enameled, collapsible, wood frame. Pink - blue trim. Cretonne pockets for powder, etc. 23½ in. high, 20¾ in. wide. Mlg. wt. 5½ lbs.

2474\$3.75



CHILD'S SEWING SET

6½-in. composition doll with 6 ready-to-sew dresses, also 10¾-in. cardboard doll, stamped tapestry picture, thread, embroidery frame, scissors, needle.

3622—Gift-boxed. Mlg. wt. 2½ lbs..75¢

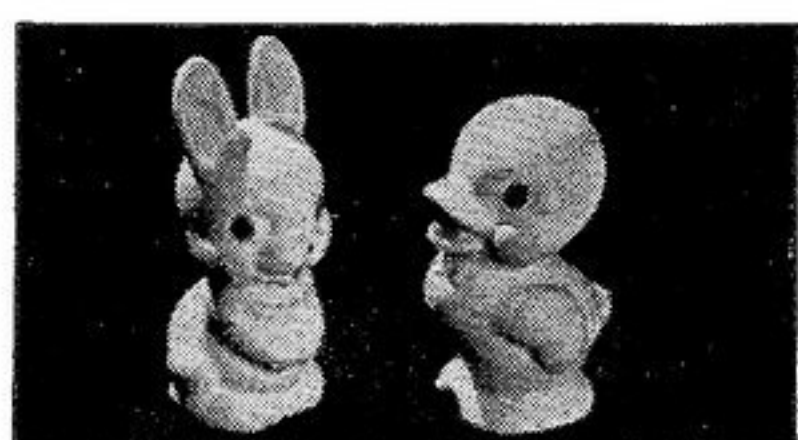


"BUILT-RITE" DOLL HOUSE

Completely Furnished — Fun to Set Up

2 rooms, garage downstairs — one room upstairs. Entire back of house open so child can play with the 28 pieces of beautiful fiber-board furniture. White clapboard design with green shingled roof, blue shutters. Movable, simulated flower boxes, shrubbery, Scottie dog, cat, perambulator. Attractively boxed. Set up, over-all size is 21 x 14 in. — 11¼ in. high.

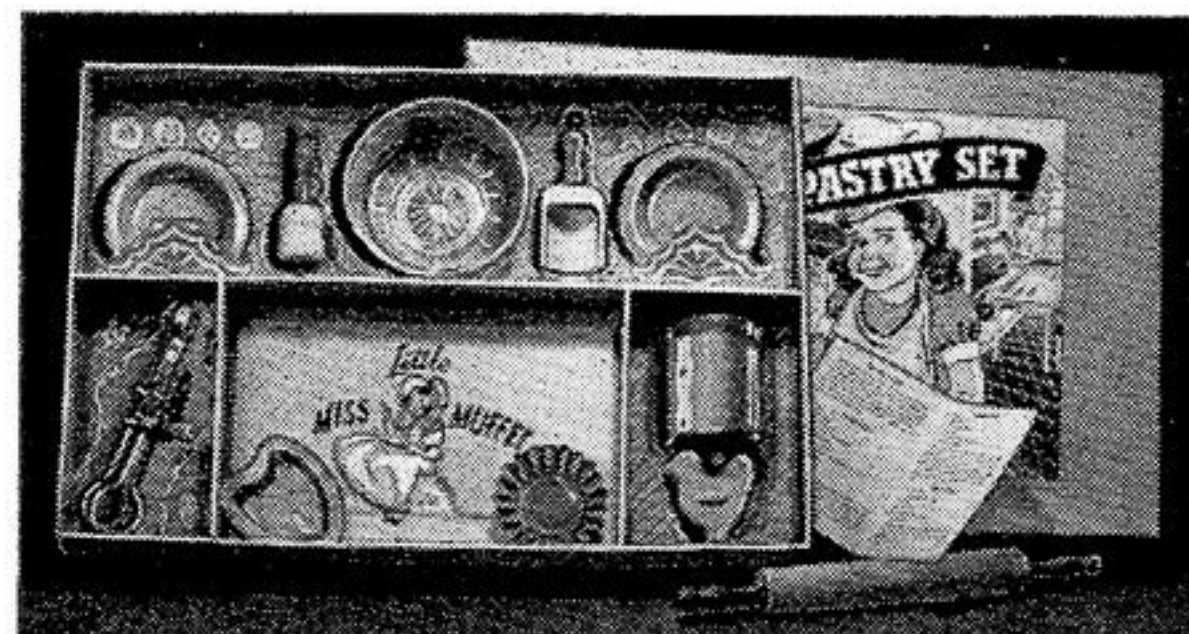
1047—Shpd. K.D. Mlg. wt. 3 lbs..\$1.25



"Squeeze-Me" RUBBER TOYS

"Hoppy, the Rabbit" and "Squawky, the Duck," in delicate pastels — ideal toys for infants. Soft, pliable. Rubber whistle cemented in. No metal parts—safe, and washable. About 4½ in. tall. Each cellophane wrapped. Mlg. wt. 1 lb.

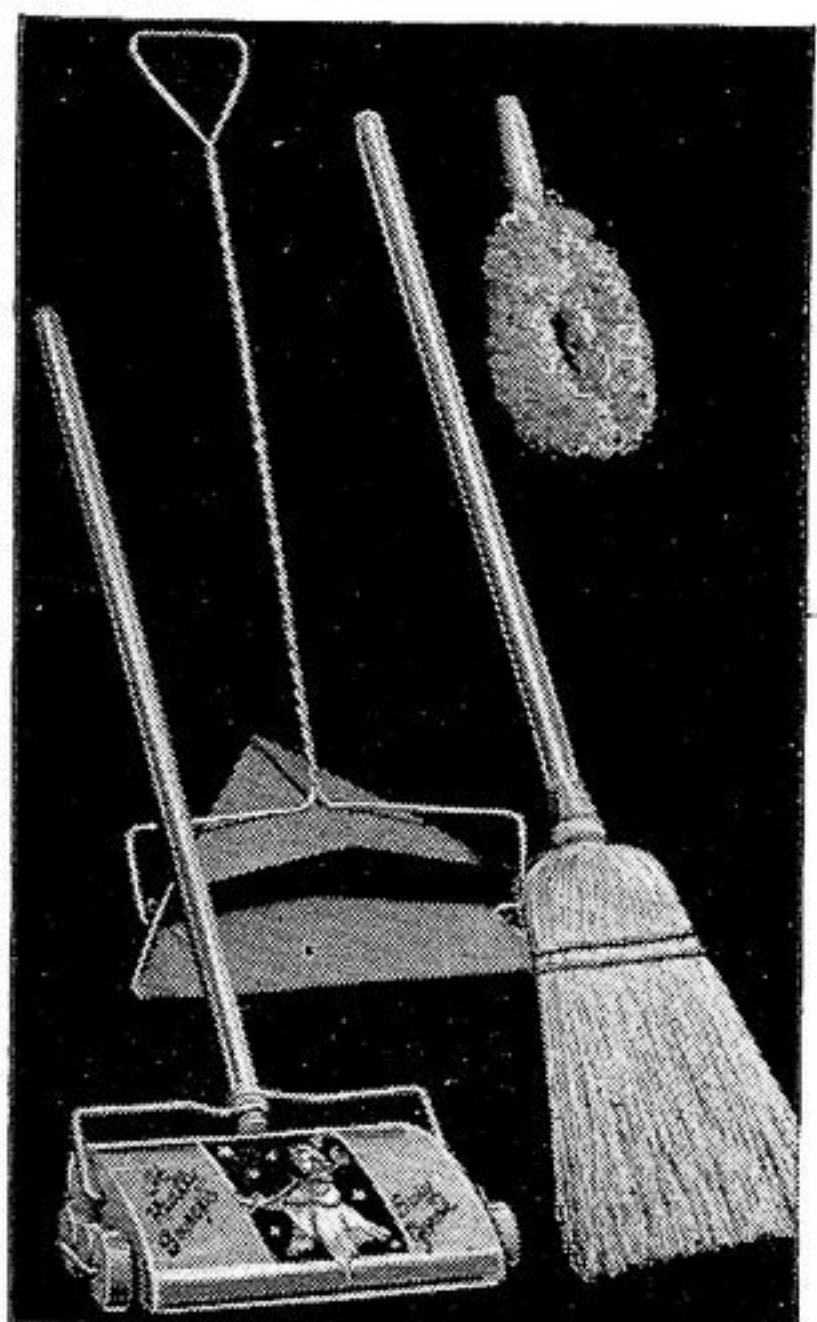
2486 — Both, 75¢



CHILD'S PASTRY SET

Egg beater, 4-in. glass mixing bowl, 2 enameled pie plates, cookie cutter, 2 cake pans, pastry board, rolling pin, wooden masher, flour cannister, scoop, recipes.

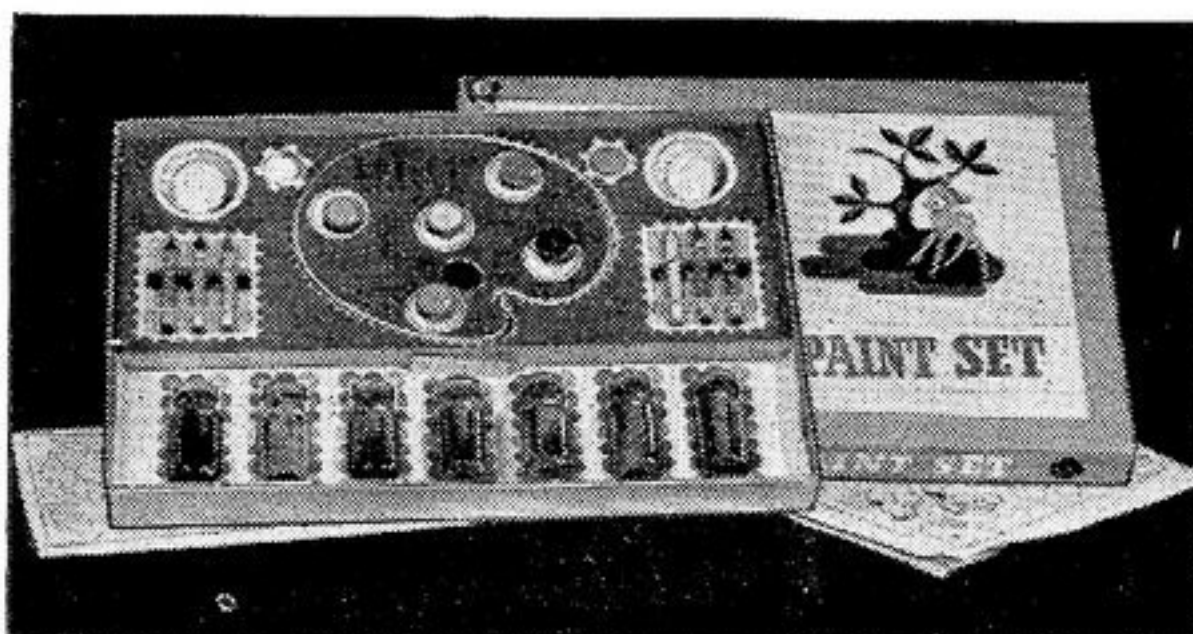
4624 Gift-boxed. Mlg. wt. 2½ lbs..\$1.00



"Susy Goose" CLEANING SET

"Taking over" for mother is such fun with this sturdy corn broom, hand duster, metal dustpan, and a metal sweeper that even dumps the dirt. Sweeper bears Susy's picture — 7½ x 5-in. with 18-in. handle (other items in proportion). Mlg. wt. 3¼ lbs.

3096\$1.95



CHILD'S PAINT SET

Artist's palette with 7 cakes water colors, 2 mixing pans, 6 crayons, 7 bottles liquid paints, brush, 8 sketches.

6267—Gift-boxed. Mlg. wt. 4 lbs..75¢



CHILD'S 19-PC. COFFEE SET

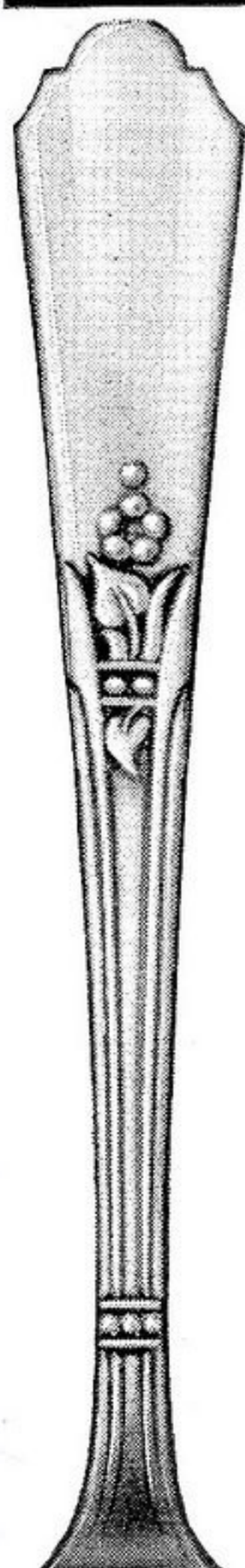
Everything the wee hostess needs—even to pretty napkins and a ½-pt. real percolator with red enameled handle. Also 4 each: 4½ in. plates, saucers, cups. Aluminum — won't break or tarnish.

1876—Mlg. wt. 2 lbs.\$1.25

SIMEON L. & GEORGE H. ROGERS COMPANY

SILVER PLATE

Made and Guaranteed by ONEIDA LTD.



Encore PATTERN

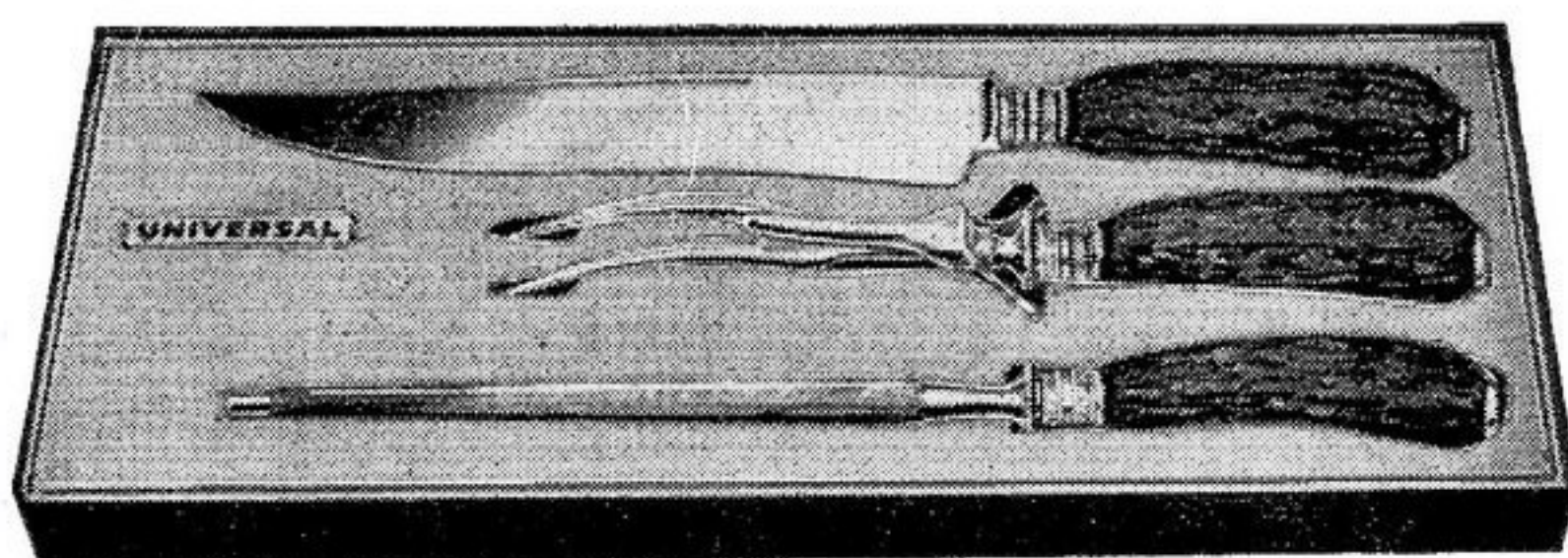
This beautiful and dignified modern pattern is plated with pure silver and bears an extra overlay at the wearing point of principal pieces. Every piece is guaranteed against defects in workmanship or materials. Hollow-handle, streamlined knives with stainless-steel mirror-polished blades.

26-piece Service for 6:

- 6 Dinner Knives
- 6 Dinner Forks
- 6 Teaspoons
- 6 Soup Spoons
- 1 Sugar Spoon
- 1 Butter Knife

2978—Service for 6 in lovely anti-tarnish chest of wood, lined with duvetyn. Mlg. wt. 6 lbs.

\$15.95

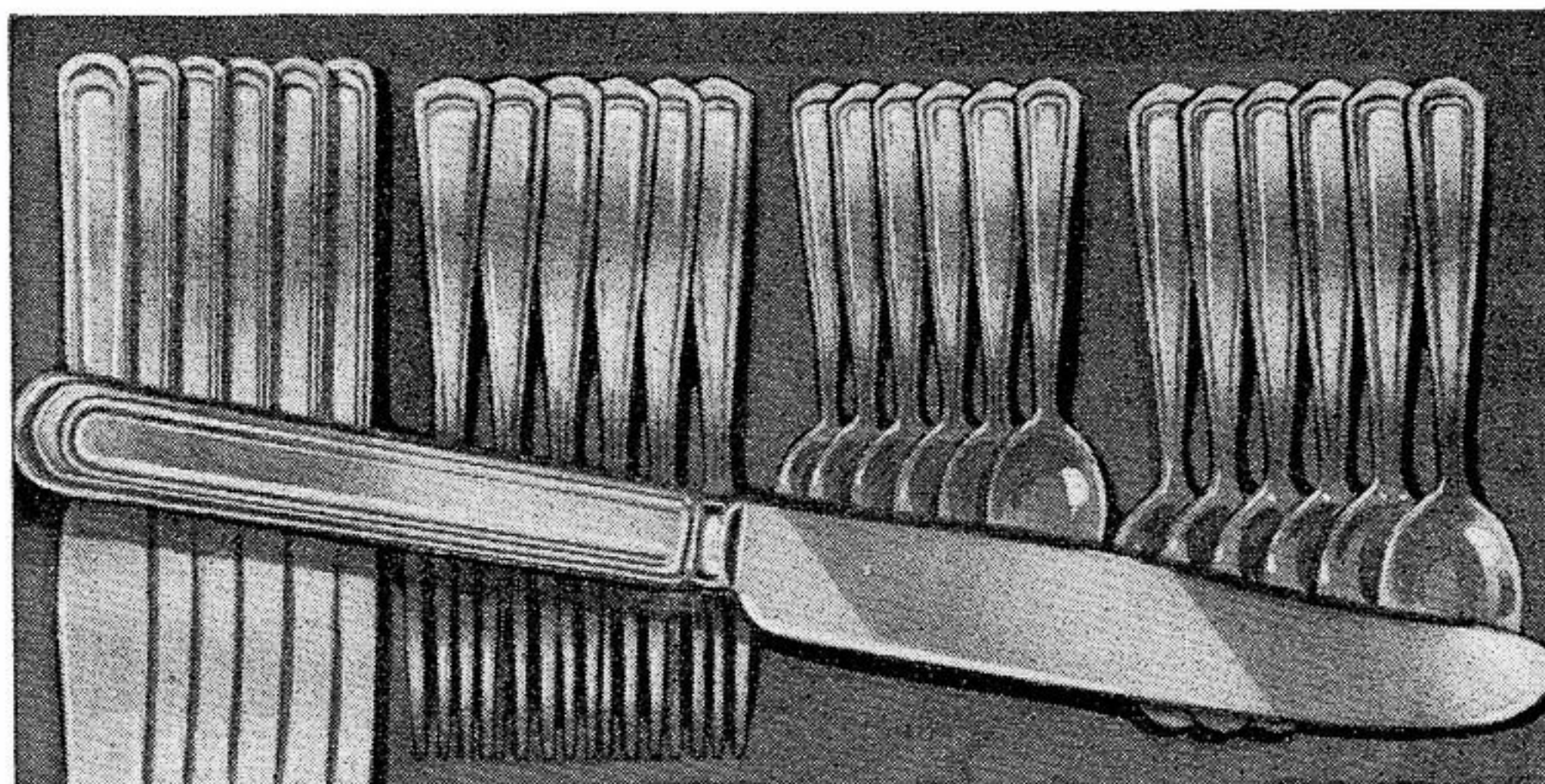


"UNIVERSAL" CARVING SET

Stainless
Steel

Polished, forged, stainless-steel knife and fork. Sharpener of case-hardened steel. Simulated stag handles look like genuine stag — will not break, crack, loosen or shrink. Carver blade 8½ inches long.

9700—3-piece Set. Mlg. wt. 2 lbs. **\$10.50**



BEAUTIFUL SILVERPLATE — Arnett Pattern

An attractive, simple, graceful pattern. Pure silver plate on 18% nickel-silver base. Satin-finished handles. Polished spoon-bowls and fork-tines. Dinner knives have polished stainless-steel blades.

5119—Six Teaspoons **\$1.45** 5121—Six Dinner Knives... **\$2.15**
Mlg. wt. 7 oz. Mlg. wt. 1 lb.

5120—Six Dessert Spoons... **\$2.15** 5122—Six Dinner Forks... **\$2.15**
Mlg. wt. 10 oz. Mlg. wt. 7 oz.

5123—24-piece Set (6 each of the above) Mlg. wt. 3½ lbs. **\$7.25**

Triple
Plated!

Bright
Finish!



SILVER-PLATED SUGAR-CREAMER SET

Designed for gracious living! Triple silver-plated on copper base! Styled on simple, flowing lines that harmonize with any setting. Only the 9-in. oval tray is etched — all three pieces are bright, lustrous — exquisite! A bridal-gift suggestion — sure to please. Sugar and creamer, each 2¾ in. high. Easy-pouring, non-drip lip on creamer.

7283—3-piece Set. Mlg. wt. 3 lbs. **\$5.95**

Federal Tax...\$1.19

EXQUISITE 4-PC. SILVER-PLATED TEA SET

A treasured possession in any home! A gift the bride-to-be will cherish! Shapely pieces of copper — all triple-plated with silver in lustrous, bright finish.

Graceful simplicity is the keynote — notice the teapot with its slender-throated spout and streamlined handle — overall height, 7½ in. Sugar and creamer each 2 in. high. The 11½ in. tray serves so many uses, is beautifully etched. Mlg. wt. 6 lbs.

3534 **\$18.75**

Federal Tax...\$3.75



Larkin Co Inc. Buffalo 10, New York

BUFFALO 10, N. Y.

ORDER BLANK

Space 1	Date.....194.....
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SHIP TO		Do Not Write In This Space	
Mrs. Miss Mr.	Print or Write full name plainly	REG. NO.	
Street Address		Cash	
		Check	
		Money Order	
		TOTAL	
		Mdse. Certificates	
Post Office		Total Remittance	
State		CASHIER	
Railroad Station		TOTAL ORDER	
Freight charges must be prepaid if R. R. Station has no Freight Agent		Products	
Former name or address if changed since last order		Mdse.	
		Tax	
		TOTAL	

We will ship by mail, express or freight, whichever is cheapest and best. If you have a preference, write it here.

USE THIS SPACE FOR SPECIAL INSTRUCTIONS

Space 2	LARKIN SECRETARY SIGN HERE: I am a Larkin Secretary, one who orders regularly for a group of neighbors and friends and have earned a Reward. If conducting more than one Club, check here:	MERCHANDISE CERTIFICATES: If your Club members wish to select their merchandise later, order Merchandise Certificates here: \$5 Certs. \$1 Certs. 25c Certs. 5c Certs.....	
Club No.	<input type="text"/>	Club No.	<input type="text"/>
Order No.	<input type="text"/>	Order No.	<input type="text"/>
Mrs. Miss Mr.			
Street			
P. O.			
State			
Former name or address, if changed since last order.			
<input type="checkbox"/> I have kept cash for my Reward.		<input type="checkbox"/> Send me Certificates for my Reward.	
		MONEY ENCLOSED	
		Amount of this order	
		Less Merchandise Certs. Enclosed	
		Amount of Cash Order	
		Less 10% or my reward	
		Cash enclosed for this order	
		Cash enclosed for postage	
		Cash enclosed for Excise Tax	
		Total Cash Enclosed	

Page 2

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Please Do Not Write in This Space

COSMETICS & TOILET PREPARATIONS

Quan.	No.	ITEM	Shpg. Wt.	Price Each	Amt.
	195	AMBRENE BALM	12 oz.	*.30	
	149	BRILLIANTINE	8 oz.	*.25	
	138	CREAM—Cleansing	10 oz.	*.27	
	137	CREAM—Cold	10 oz.	*.25	
	139	CREAM Vanishing	1 lb. 2 oz.	*.35	
	131	DEODORANT Powder	9 oz.	*.25	
	132	DE-ODOR-OL—Creme	5 oz.	*.27	
	133	DE-ODOR-OL—Liquid	10 oz.	*.27	
	135	DERMA BALM LOTION	12 oz.	*.25	
	107	Eau de Cologne	14 oz.	*.39	
	119	Florida Water	14 oz.	*.39	
	114	Frosty Cologne	9 oz.	*.30	
	406	FOOT POWDER	6 oz.	*.25	
	159	HAIR DRESS	14 oz.	*.35	
	152	HAIR DRESS—Creme	14 oz.	*.35	
	124	PERFUME Carnation	6 oz.	*.45	
	122	Clover	6 oz.	*.45	
	188	Elegante	6 oz.	*.85	
	101	Gardenia	6 oz.	*.45	
	121	Jasmine	6 oz.	*.45	
	123	Lily of the Valley	6 oz.	*.45	
	110	Modjeska	6 oz.	*.45	
	120	Petite Folie	6 oz.	*.59	
	185	Shamrock	6 oz.	*.45	
	125	Violet	6 oz.	*.45	
	208	POWDER, FACE Brunette	6 oz.	*.35	
	209	Natural	6 oz.	*.35	
	210	Rachel	6 oz.	*.35	
	103	POWDER TALC Modjeska	5 oz.	*.15	
	136	ROSE WATER & GLYCERINE	11 oz.	*.17	
	113	SACHET Apple Blossom	6 oz.	*.30	
	115	Clover	6 oz.	*.30	
	105	Gardenia	6 oz.	*.30	
	116	Lavender	6 oz.	*.30	
	111	Modjeska	6 oz.	*.30	
	117	Orange Blossom	6 oz.	*.30	
	177	Orchid	6 oz.	*.35	
		TOTAL			

* ADD 20% FEDERAL TAX

Quan.	No.	ITEM	Shpg. Wt.	Price Each	Amt.
	130	SACHET Petite Folie	6 oz.	*.45	
	118	Violet	6 oz.	*.30	
	196	SACHET—Bath	2 lbs.	*.45	
	150	SCALP LOTION	14 oz.	*.30	
	245	SHAMPOO	16 oz.	.35	
	246	SHAMPOO—Tar	16 oz.	.35	
	112	SOAP—Modjeska 3 cakes	15 oz.	.39	
	189	SOAP—Savon De Caresse 5 cakes	1½ lbs.	.69	
	248	SOAP—Pine Buds 6 cakes	1½ lbs.	.95	
	359	SOAP—Lavender and Old Lace 6 cakes	1½ lbs.	.85	
	564	SOAP—Omnibus 3 cakes	1 lb. 3 oz.	.90	
	872	SOAP—Baby Castile 3 cakes	1 lb.	.35	
	102	TISSUES Cleansing, 500 Shts.	16 oz.	.28	
	126	TOILET WATER Aloha Lei	14 oz.	*.55	
	104	Gardenia	14 oz.	*.55	
	127	Lavender	14 oz.	*.55	
	128	Lilac	14 oz.	*.55	
	109	Modjeska	14 oz.	*.55	
	134	Petite Folie	14 oz.	*.65	
	106	Shamrock Cologne	14 oz.	*.60	
	146	TOOTH POWDER	5 oz.	.18	
	162	TOOTH BRUSH	3 oz.	.20	
	163	TOOTH BRUSH	3 oz.	.35	
	143	BRUSH—Dental Plate	4 oz.	.45	
	409	WITCH HAZEL, 1 pt.	2 lbs.	*.42	
	192	GIFT SETS Three Pc. Set	1½ lbs.	*\$1.35	
	193	Three Pc. Set	1½ lbs.	*\$1.35	
	194	Three Pc. Set	1½ lbs.	*\$1.35	
	181	Three Pc. Set	1½ lbs.	*\$1.30	
	182	Three Pc. Set	1½ lbs.	*\$1.30	
	183	Three Pc. Set	1½ lbs.	*\$1.30	
		SHAVING NECESSITIES			
	154	BAY RUM	14 oz.	*.27	
	158	BLADES, RAZOR—Star, 4	1 oz.	.10	
	186	BLADES, RAZOR—Star, Dbl. Edge Pkg. 12	1 oz.	.25	
	357	BRUSH, SHAVING	2 oz.	\$1.00	
	164	CREAM—Shaving, Witch Hazel, jar	14 oz.	.35	
	165	CREAM—Shaving, Brushless, jar	1¼ lbs.	.45	
		TOTAL			

* ADD 20% FEDERAL TAX

Quan.	No.	ITEM	Shpg. Wt.	Price Each	Amt.
	108	LOTION After Shaving	14 oz.	*.30	
	5394	MIRROR, SHAVING	2 lbs.	\$2.50	

STATIONERY & PAPER PRODUCTS

	909	ENVELOPES—100	8 oz.	.25	
	911	ENVELOPES—50	6 oz.	.14	
	903	PAPER—Wax 12" Wide, Box 125 Ft.	1½ lbs.	.30	
	904	PAPER—Wax 12" Wide, Roll 150 Ft.	1½ lbs.	.30	
	740	SHELF PAPER 14" Wide, Roll 33 ft.	1 lb.	.60	
	175	PERC. FILTERCUPS Pkg. of 90	8 oz.	.25	
	910	STATIONERY 85 Sheets	13 oz.	.35	
	912	STATIONERY Sheets & Envs.	1¼ lbs.	.30	
	913	TABLETS—School	9 oz.	.09	
	914	TABLETS—Writing	8 oz.	.07	

FOODS

	530	BAKING POWDER	12 oz.	.18	
	540	CHOCOLATE— Baking	9 oz.	.48	
	535	CHOCOLATE— Instant	11 oz.	.50	
	533	CORN STARCH	1¼ lbs.	.16	
P	534	CORN STARCH (Case 24)	27 lbs.	\$3.50	
	518	Paprika	7 oz.	.18	
	174	PEANUT BUTTER	1¼ lbs.	.43	
	519	PUDDING Butterscotch, 3 pkgs.	1¼ lbs.	.27	
P	520	Butterscotch, (Case 24)	10 lbs.	\$1.95	
	521	Chocolate, 3 pkgs.	1¼ lbs.	.27	
P	522	Chocolate, (Case 24)	10 lbs.	\$1.95	
	525	Lemon Flavor 2 pkgs.	12 oz.	.21	
P	526	Lemon Flavor (Case 24)	10 lbs.	\$2.19	
	507	Vanilla, 3 pkgs.	1¼ lbs.	.27	
P	508	Vanilla, (Case 24)	10 lbs.	\$1.95	
	201	SALT Regular, 3 lbs.	4 lbs.	.12	
P	202	Regular, (Case 18)	58 lbs.	\$1.75	
	203	Iodized, 3 lbs.	4 lbs.	.13	
P	204	Iodized (Case 18)	58 lbs.	\$2.00	
	515	Celery	8 oz.	.12	
	517	Garlic	8 oz.	.18	
	514	Onion	8 oz.	.15	
	531	SODA—Baking or Saleratus	1¼ lbs.	.11	
	161	WHIP-IT	7 oz.	.20	

FLAVORING

	502	ALMOND	7 oz.	.30	
	503	LEMON	7 oz.	.43	
	169	MAPLE-IT	7 oz.	.35	
	504	ORANGE	7 oz.	.40	
	505	PEPPERMINT	7 oz.	.53	
	501	VANILLA—Imit.	12 oz.	.40	
	516	VANILLA—Pure	7 oz.	.40	
	506	Wintergreen—Imit.	7 oz.	.35	
		TOTAL			

Quan.	No.	ITEM	Shpg. Wt.	Price Each	Amt.
	173	Alcohol Isopropyl Compound	2 lbs.	.35	
	401	Adhesive Plaster, 10 yds.	3 oz.	.25	
	404	ANALGESIC BALM	3 oz.	.37	
	408	COLOGNE— Mentholized	9 oz.	.36	
	279	EUDENTINE	1¼ lbs.	.35	
	407	HEALITOL	2 oz.	.25	
	405	MENTO KANFO	3 oz.	.18	

LAUNDRY & HOUSEHOLD SUPPLIES

	819	BALL BLUE	7 oz.	.09	
	207	BALSAMROMA	1¼ lbs.	.45	
	7755	CHAMOIS	2 oz.	.85	
	170	CLEANER— Stove	1 lb. 2 oz.	.45	
	808	CLEANER— Drain Pipe, 2 cans	3 lbs.	.35	
	824	CLEANING PASTE	4 lbs.	.28	
	303	CLEANSER 4 cans	5 lbs.	.29	
P	304	CLEANSER— case 48	53 lbs.	\$3.25	
	228	CLEANSER PADS 12 Pads	6 oz.	.20	
	809	CLEANSER— Sanitary	2 lbs.	.18	
P	810	CLEANSER— Sanitary (case 12)	24 lbs.	\$2.10	
	180	CLOTHES PINS 1 lb. — Pkg. 6 dz.	1 lb.	.45	
	826	DRY CLEAN-IT	1¼ lbs.	.33	
	822	MOTH CRYSTALS	1 lb. 6 oz.	.40	
	803	OIL IT	5 oz.	.20	
	800	POLISH— Furniture Oil	2 lbs.	.29	
	176	POLISH, SILVER Liquid	1 lb.	.25	
	864	POLISH— Silver Paste	1¼ lbs.	.25	
	187	SOAP FLAKES 2 Lb. Pkg.	2½ lbs.	.65	
	825	SOAP PASTE— Mechanics'	2 lbs.	.25	
	179	SPONGES 2 (METAL)	3 oz.	.18	
	861	SPRAY — DDT Insect, 1 pt.	2 lbs.	.45	
	885	SPRAYER	1 lb.	.40	
	814	STARCH-GLOSS	3½ lbs.	.47	
P	815	STARCH-GLOSS (Case 12)	40 lbs.	\$5.35	
	821	WATER GLASS	4½ lbs.	.30	
	827	WATER SOFTENER	1¼ lbs.	.17	
P	828	WATER SOFTENER (Case 24)	27 lbs.	\$3.75	
	7800	WAX — All Nu 1 pt.	2 lbs.	.30	
	7801	WAX — All Nu 1 qt.	3 lbs.	.55	
	7802	WAX — All Nu 1 gal.	10 lbs.	\$1.85	
	160	WINDOW BRIGHT, Liquid	1 lb.	.20	
		LARKIN CATALOG— LARKIN ORDER BLANK			
		TOTAL			
		TOTAL PRODUCTS			
		TOTAL TAX			

Page 5

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Merchandise temporarily out of stock—to be shipped later.

TOTAL								

Larkin Co Inc.
Buffalo 10, N. Y.
ORDER BLANK

YOU PAY THE POSTAGE

Postage is not included in prices. You pay postage only for distance you live from Buffalo—fairest method when postage depends upon distance.

If order includes goods for others, all share postage proportionately.

Shipping weights for Larkin Merchandise are stated in descriptions in Catalogs. Those for Larkin Products are also listed on this Order Blank. Below is a Parcel Post table of rates according to zone. After January 1, 1949 consult your Postmaster for change in rates.

Your Postmaster will gladly tell you your Parcel Post zone from Buffalo.

PARCEL POST RATES							
Lbs.	ZONES						
	1 & 2	3	4	5	6	7	8
1...	\$0.09	\$0.10	\$0.11	\$0.12	\$0.13	\$0.15	\$0.16
2...	.11	.12	.15	.18	.20	.24	.27
3...	.12	.14	.18	.23	.27	.33	.38
4...	.13	.16	.22	.28	.34	.42	.49
5...	.14	.18	.25	.34	.41	.52	.61
6...	.15	.20	.29	.39	.48	.61	.72
7...	.16	.22	.32	.44	.56	.70	.83
8...	.17	.24	.36	.50	.63	.79	.95
9...	.18	.26	.39	.56	.70	.89	1.06
10...	.19	.28	.43	.61	.77	.98	1.17
11...	.20	.30	.46	.66	.84	1.07	1.29
12...	.22	.32	.50	.72	.92	1.16	1.40
13...	.23	.34	.54	.77	.99	1.26	1.51
14...	.24	.36	.58	.82	1.06	1.35	1.63
15...	.25	.38	.61	.89	1.13	1.44	1.74
16...	.26	.40	.65	.94	1.21	1.53	1.85
17...	.27	.42	.68	.99	1.28	1.63	1.97
18...	.28	.44	.72	1.05	1.35	1.72	2.08
19...	.29	.46	.75	1.10	1.42	1.81	2.19
20...	.30	.48	.79	1.15	1.49	1.91	2.31
21...	.31	.50	.82	1.21	1.57	2.00	2.42
22...	.33	.53	.87	1.27	1.64	2.09	2.53
23...	.34	.55	.90	1.32	1.71	2.18	2.65
24...	.35	.57	.94	1.37	1.78	2.28	2.76
25...	.36	.59	.97	1.43	1.85	2.37	2.87
26...	.37	.61	1.01	1.48	1.93	2.46	2.99
27...	.38	.63	1.04	1.53	2.00	2.55	3.10
28...	.39	.65	1.08	1.60	2.07	2.65	3.21
29...	.40	.67	1.11	1.65	2.14	2.74	3.33
30...	.41	.69	1.15	1.70	2.21	2.83	3.44
31...	.42	.71	1.18	1.75	2.29	2.93	3.55
32...	.44	.73	1.23	1.81	2.36	3.02	3.67
33...	.45	.75	1.26	1.86	2.43	3.11	3.78
34...	.46	.77	1.30	1.92	2.50	3.20	3.89
35...	.47	.79	1.33	1.98	2.58	3.30	4.01
36...	.48	.81	1.37	2.03	2.65	3.39	4.12
37...	.49	.83	1.40	2.08	2.72	3.48	4.23
38...	.50	.85	1.44	2.14	2.79	3.57	4.35
39...	.52	.88	1.47	2.19	2.86	3.67	4.46
40...	.53	.90	1.51	2.25	2.94	3.76	4.57
41...	.54	.92	1.55	2.30	3.01	3.85	4.69
42...	.56	.94	1.59	2.36	3.08	3.94	4.80
43...	.57	.96	1.62	2.41	3.15	4.04	4.91
44...	.58	.98	1.66	2.46	3.22	4.13	5.03
45...	.59	1.00	1.69	2.52	3.30	4.22	5.14
46...	.60	1.02	1.73	2.58	3.37	4.32	5.25
47...	.61	1.04	1.76	2.63	3.44	4.41	5.37
48...	.62	1.06	1.80	2.69	3.51	4.50	5.48
49...	.63	1.08	1.83	2.74	3.58	4.59	5.59
50...	.64	1.10	1.87	2.79	3.66	4.69	5.71
51...	.65	1.12	1.91	2.84	3.73	4.78	5.82
52...	.67	1.14	1.95	2.90	3.80	4.87	5.93
53...	.68	1.16	1.98	2.96	3.87	4.96	6.05
54...	.69	1.18	2.02	3.01	3.94	5.06	6.16
55...	.70	1.21	2.05	3.07	4.02	5.15	6.27
56...	.71	1.23	2.09	3.12	4.09	5.24	6.39
57...	.72	1.25	2.12	3.17	4.16	5.34	6.50
58...	.73	1.27	2.16	3.23	4.23	5.43	6.61
59...	.74	1.29	2.19	3.29	4.31	5.52	6.73
60...	.75	1.31	2.24	3.34	4.38	5.61	6.84
61...	.76	1.33	2.27	3.39	4.45	5.71	6.95
62...	.78	1.35	2.31	3.45	4.52	5.80	7.07
63...	.79	1.37	2.34	3.50	4.59	5.89	7.18
64...	.80	1.39	2.38	3.55	4.67	5.98	7.29
65...	.81	1.41	2.41	3.62	4.74	6.08	7.41
66...	.82	1.43	2.45	3.67	4.81	6.17	7.52
67...	.83	1.45	2.48	3.72	4.88	6.26	7.63
68...	.84	1.47	2.52	3.78	4.95	6.36	7.75
69...	.85	1.49	2.55	3.83	5.03	6.45	7.86
70...	.87	1.51	2.60	3.88	5.10	6.54	7.97

HOW TO ORDER

List Larkin Products
On Inside Pages 3 and 4

List Larkin Merchandise
On Inside Page 2

Your order will be filled from this Order Blank. This Order Blank will be packed with your shipment and returned to you. All shipments are carefully packed by skilled packers and are checked and rechecked so that your orders will be correctly filled, and merchandise reach you in good condition.

Return This Order Blank

If It Is Necessary
To Write Us About
Your Order

In case of damage or shortage, please send us a statement signed by your Postmaster, Express Agent, or Freight Agent, and send the freight bill.

Merchandise Out of Stock

Products stamped "Will Mail Later" are temporarily out of stock. Merchandise listed at bottom of page 5 is temporarily out of stock. You have been charged for these items, and they will be sent to you as soon as stock is received. If you do not wish us to hold your order for merchandise out of stock, we will refund, if you request.

NEIGHBORHOOD ORDER ENROLLMENT

Date _____ 194_____

Larkin Co Inc.
Buffalo 10, N. Y.

I am enrolling as a Larkin Neighborhood Order Secretary. This is the first order of my Enrollment.

I understand that I am to send you a total of \$50 in cash orders of not less than \$5.00 each, within a period of 15 weeks, and that Larkin Co Inc. will allow me to subtract my regular 10% Cash Reward from each order of \$5.00 or more.

For fulfilling this agreement, I understand I will receive an Extra Certificate Reward of \$3.75 which will be mailed on receipt of the last Order Coupon (right) with my order completing the \$50 Series.

Secretary _____

Street Address _____

P. O. _____ State _____

LAST ORDER COUPON NEIGHBORHOOD ORDERS

Larkin Co Inc.
Buffalo 10, N. Y.

This is the order to complete my \$50 Neighborhood Order

Enrollment started (Date) _____

I understand that by sending this Coupon with my order within 15 weeks from the date of my enrollment, I am entitled to \$3.75 in Merchandise Certificates for my Extra Reward.

Secretary _____

Street Address _____

P. O. _____ State _____

COZY HOME CLUB ENROLLMENT

Date _____ 194_____

Larkin Co Inc.
Buffalo 10, N. Y.

I am enrolling as a Larkin Cozy Home Club Secretary. This is the first order.

I understand that I am to send ten orders of \$5.00 cash each, within a period of 15 weeks and that Larkin Co Inc. will allow me to subtract my regular 10% Cash Reward from each cash order of \$5.00 or more.

For fulfilling this agreement, I understand that I will receive an Extra Certificate Reward of \$3.75 which will be mailed on receipt of the 10th Order Coupon (right) with my order completing my Cozy Home Club series.

Secretary _____

Street Address _____

P. O. _____ State _____

LAST ORDER COUPON COZY HOME CLUB

Larkin Co Inc.
Buffalo 10, N. Y.

This is the order to complete my Cozy Home Club Enrollment which I organized (Date) _____

I understand that by sending this Coupon with my order within 15 weeks from the date of my enrollment, I am entitled to \$3.75 in Merchandise Certificates for my Extra Reward.

Secretary _____

Street Address _____

P. O. _____ State _____

CLUB OF TEN ENROLLMENT

Date _____ 194_____

Larkin Co Inc.
Buffalo 10, N. Y.

I am enrolling as a Larkin Club of Ten Secretary. This is the first order.

I understand that I am to send you 10 orders of \$10 cash each, within a period of 12 months, and that Larkin Co Inc. will allow me to subtract my regular 10% Cash Reward from each cash order of \$10 or more.

For fulfilling this agreement, I understand I will receive an Extra Certificate Reward of \$7.50. This will be mailed on receipt of 10th Order Coupon (right) with my order completing the Club of Ten series.

Secretary _____

Street Address _____

P. O. _____ State _____

LAST ORDER COUPON CLUB OF TEN

Larkin Co Inc.
Buffalo 10, N. Y.

This is the order to complete my Club of Ten Enrollment which I organized (Date) _____

I understand that by sending this Coupon with my order within 12 months from the date of my enrollment, that I am entitled to \$7.50 in Larkin Merchandise Certificates for my Extra Reward.

Secretary _____

Street Address _____

P. O. _____ State _____

EXTRA CERTIFICATE REWARDS!

Whether you organize a Club of Ten, a Cozy Home Club, or take orders on the Neighborhood Order plan, you can earn an Extra Certificate Reward.

Sign and fill in one of the above ENROLLMENTS. Tear off and mail it to us with the first cash order of your \$50 Neighborhood Order series, Club of Ten or Cozy Home Club.

When you send the order to complete the series — sign and fill in the LAST ORDER COUPON and mail it to us with the order. You are then entitled to the Extra Certificate Reward.

You have 15 weeks in which to complete a \$50 Neighborhood Order series or a Cozy Home Club.

You have 12 months in which to complete a Club of Ten.

Be Sure to Send an Enrollment for
Each Club Organized.

Larkin Co Inc.
BUFFALO 10, N. Y.

Additional Enrollments May Be
Had Upon Request.

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Posted April 2022
B.D. Szafranski
Elma NY USA

Please don't reprint
for commercial profit.



The Larkin Plan . . .

*a simple plan whereby you help
your friends to better, happier
homes and are liberally rewarded*

It's Easy! It's Fun! — and IT PAYS!

SIMPLEST thing you ever did! Merely invite your relatives, friends, and neighbors to join with you in buying their needs from the Larkin Catalog . . . they will enjoy this time-saving, armchair shopping right in their own homes. Many of them know the wondrous values Larkin offers . . . a quick glance through the Catalog will convince the newcomers.

As a Larkin Secretary You'll Earn Generous Rewards

You make up the orders, collect the money, etc. — pleasurable work, every minute of it — and for this you are liberally rewarded. Why not make your spare time pay? Ask your next-door neighbor right now — she'd like to save both time and money, wouldn't she?

4 Simple Ways to Choose From!

None of Them Complicated!

None Difficult!

LARKIN NEIGHBORHOOD ORDER — For those wishing to order whatever and whenever they wish. The easiest way to "get acquainted" with Larkin goods and the Larkin way of buying.

LARKIN NEIGHBORHOOD ORDER SERIES — Regular Neighborhood Orders whereby your friends order whatever and whenever they wish but . . . you agree to send a total of \$50 in Cash Orders within 15 consecutive weeks.

LARKIN CLUB OF TEN — Let this be your choice if you have ten friends desiring to pay \$1.00 regularly for ten months.

LARKIN COZY HOME CLUB — If you have ten friends who wish to pay only 50c regularly for ten weeks, this is the Club for you.

Your Rewards are What You Make Them! You Can Earn Up to 22½%!

You can earn as high as 22½% in Cash and Merchandise Certificates — as Rewards for taking Neighborhood Orders or conducting a Club of Ten or Cozy Home Club. Rewards well worth working for, aren't they?

Be Sure to See Following Pages for Complete Details and Rewards You Can Earn

Larkin Neighborhood Orders—*How to Take Them!*

The easiest, quickest way to start taking Larkin orders. Gives you an opportunity to learn the Club Secretary's duties and earn Rewards . . . enables your friends to test the exceptionally high quality of Larkin goods.

Invite your Friends and Relatives

Invite your neighbors, too, to order their Larkin needs through you. Show them your Catalog, particularly the Larkin Products . . . perfumes, face creams, shampoos, shaving needs, prepared pudding, etc. . . . for which Larkin is famous. One trial will make them steady customers. They may order any item in the Catalog . . . you may send orders as often as you wish.

Larger Orders --- Larger Rewards

To earn a Reward, a Neighborhood Order must amount to at least \$5.00 cash but remember that your Rewards grow as your order grows — make it as big as you can (see page 4 for complete details about Rewards). Remember, too, as you take orders, to collect the full amount to cover the items, the postage, and Federal Tax if any items are taxable.

Larkin Neighborhood Order Series

A Total of \$50 in Cash Orders within 15 Weeks

The only difference between this Neighborhood Order Series and regular Neighborhood Orders is that you send a \$50 Enrollment, agreeing to send a total of \$50 in Cash Orders within 15 consecutive weeks — and thus earn Extra Rewards (see page 4).

Sending big Neighborhood Orders regularly becomes easy — once your friends realize the high quality of Larkin goods and know they may order any item in the Larkin Catalog.

Acquaint your friends with the extraordinary quality of Larkin Products — perfumes, sachet, face creams, shampoos, puddings, etc., made in the Larkin plant — everyday needs comparable anywhere for both quality and price.

Remind them, too, that we have such famous-name brands as Westinghouse, Bissell, General Electric, Universal, and Simmons in our housewares, appliances, furniture, clocks, curtains, domestics, etc. We know our customers want the best.

Larkin Club of Ten

A Total of 10 Orders of \$10 Each within 12 Months

Usually a social club with meetings held once a month at different members' homes. Generally there are ten members — you may be one of them if you like.

How to Conduct your Club of Ten

Each member usually pays \$1.00 a month for ten consecutive months, for which each is entitled to select \$10.00 worth of Larkin goods from the Catalog. If preferred, you may make it a weekly club, each member paying \$1.00 a week for ten weeks.

A member wants more than one share? . . . All right — you simply have fewer members.

Each month one member, in turn . . . selects \$10.00 worth of Larkin goods from the Catalog for the \$10.00 she pays into the Club.

Turns are decided by mutual agreement . . . at beginning of Club.

Member wishes to postpone selection? . . . She takes \$10.00 in Merchandise Certificates to be exchanged later for Larkin goods of equal value (see page 3).

Member wishes more than \$10.00 value? . . . She may take additional shares in the Club or pay the difference in cash to the Secretary.

Member wishes less than \$10.00 value at time of selection? Merchandise Certificates are given for the difference.

As Secretary of the Club . . . you collect the money from the members and send it to us each month with the order.

With your first order . . . fill in and sign a Club of Ten Enrollment.

With the order that completes your series . . . send the Last Order Coupon and request your Extra Certificate Reward. Remember you have twelve months in which to complete a Club of Ten.

See Page 4 for Full Details about Neighborhood Order and Club Enrollments and Rewards.

Larkin Cozy Home Club

A Total of 10 Orders of \$5 each within 15 Weeks

Ideal for those who wish to pay as little as 50c weekly and want their club series completed quickly. You'll be surprised how quickly you'll organize one — how your second will practically organize itself! Women everywhere are actually grateful for the opportunity to join. The rules for conducting such a club are really simple — the Rewards most liberal.

Your Club Members

Who may join? Any ten friends and neighbors . . . you may be one of the members if you wish.

How much does each pay? 50c a week for ten consecutive weeks or a total of \$5.00.

Who's First? Who's Last? Turns are decided by mutual agreement at beginning of Club. Each week one member, in turn, selects \$5.00 in merchandise from the Larkin Catalog as her share.

Member wants merchandise of greater value than her share? Either she pays the additional amount of cash — or she takes more than one share in Club.

Member wants merchandise of less value than her share? She receives the difference in Larkin Merchandise Certificates (see below) redeemable for later purchases.

Can selection be postponed? Yes. Member takes Merchandise Certificates to use for later purchases.

You---the Secretary

What do you do? Collect 50c a week for ten weeks from each member. Each week send this money to us, with the order for merchandise requested by the member whose turn it is in the Club.

With your first order . . . fill in and sign a Cozy Home Club Enrollment.

With the order that completes your series . . . send the Last Order Coupon and request your Extra Certificate Reward. Remember you have 15 weeks in which to complete a Cozy Home Club.

Your Rewards? You can earn as high as 22½% in Cash-and-Certificate Rewards . . . for full details about Rewards, see following page.

Larkin Merchandise Certificates—*Issued in Denominations of 5c, 25c, \$1.00 and \$5.00*

Certificates are exchangeable for Larkin merchandise equivalent in value to the face value of the Certificates. When, for some reason, a club member wishes to defer the selection of merchandise for her club share, she may order Certificates instead, and accumulate them until she has enough to purchase something she wants later from the Catalog.

Prices in Larkin Catalog . . . All items shown in the Larkin Catalog are listed at cash prices. You will find these cash prices competitive with those of the finest stores on standard, high quality merchandise.

How to Remit Money . . . The remittance for your order should be sent by money order or check. Cash should be sent only if registered. In this way, you insure the safe arrival of your money.

Federal Excise Tax . . . All taxable articles in our Catalog are listed at the regular price with amount of Federal Tax shown separately. Collect the tax from your customers in addition to the price of the article, and send it to us with the order.

It is not necessary for you as our Secretary, to report to the Government the amounts you collect for Federal Tax. We report it and pay it to the Federal Government.

Transportation Charges . . . To give everyone the best possible values, we do not include transportation charges in our prices. Each customer should pay the charges on the items she orders.

Parcel Post — money to cover the Parcel Post charges should accompany each order. As you take orders from your customers, collect sufficient money to cover the cost of the items ordered and the parcel post charges on those items (see page 4).

Freight and Express Shipments — generally shipped "collect" but the charges should be divided among the customers, each paying her share at the time she receives her merchandise. If an entire shipment is sent direct to one person's home, she should pay the transportation on that shipment.

Rewards You Can Earn

Rewards are paid in Cash and Larkin Merchandise Certificates . . . no rewards are paid for money sent to cover Transportation or Federal Tax.

THE REGULAR REWARD — earned on all Cash Orders of \$5.00 or more.

This is a 10% Cash Reward which may be deducted from your remittance when sending the order . . . or you may send us the full amount to pay for your selection and request Merchandise Certificates for your Reward. Always indicate on the Order Blank whether you wish cash or certificates for your Reward.

This applies to Neighborhood Orders and Clubs.

THE STAR SECRETARY REWARD — earned by Secretaries taking Neighborhood Order Series or conducting a Club of Ten or Cozy Home Club.

If your Cash Orders IN ANY CALENDAR MONTH total \$50 or more, you earn an additional Cash Reward . . . 5% of your total Cash Orders for that month.

This Reward is paid by check, soon after the close of the month in which it is earned — DO NOT deduct it from your remittance.

THE EXTRA CERTIFICATE REWARD— earned by Secretaries conducting Neighborhood Order Series, Club of Ten, or Cozy Home Club.

To earn this Reward, fill in one of the enclosed Enrollments and send it with the first order and a Last Order Coupon should accompany the order that completes the series. With this last order, be sure to request your Extra Reward Certificate.

So long as you follow this procedure with the first and last orders of each new series, you may earn as many Extra Reward Certificates as you wish.

FOR YOUR NEIGHBORHOOD ORDER SERIES — you earn \$3.75 in Merchandise Certificates if you send a total of \$50 in Cash Orders within 15 consecutive weeks.

FOR YOUR CLUB OF TEN—Complete it in 12 months and earn \$7.50 in Merchandise Certificates.

FOR YOUR COZY HOME CLUB — complete it within 15 weeks and earn \$3.75 in Merchandise Certificates.

You Can Earn as High as 22½% in Rewards!

As a Secretary, conducting a Neighborhood Order Series, Club of Ten, or Cozy Home Club you can earn Cash and Merchandise Certificates up to 22½% — a very worthwhile Reward that will enable you to get many lovely things for your family and home.

Why not start sending orders now . . . the expenditure of spare time is almost nil and you'll enjoy the work. The Rewards you can earn are as follows:

Regular Reward . . . 10% in cash or Certificates

Extra Reward . . . 7½% in Certificates

Star Reward . . . 5% in cash

Total Rewards . . . 22½% in cash and Certificates

In other words . . . if you send a total of \$50 in cash orders, completing a Neighborhood Order Series, or Cozy Home Club Enrollment within 15 weeks, you earn a total of \$5.00 in cash as a Regular Reward — and \$3.75 in Certificates as an Extra Reward — a total of \$8.75 in cash and Certificates, or 17½% in Rewards.

If you send a total of \$100 in cash orders completing a Club of Ten Enrollment within 12 months, you earn a total of \$10 in cash, as a Regular Reward — and \$7.50 in Certificates as an Extra Reward — a total of \$17.50 in cash and Certificates, or 17½% in Rewards.

The Star Reward makes up the balance of the 22½% . . . if you send \$50 in cash orders DURING A CALENDAR MONTH on any of the above Enrollments, you earn a 5% Cash Reward in addition to the Regular and Extra Rewards.

We Ship the Cheapest and Best Way --- unless preference is given

PARCEL POST . . . quick and economical, bringing goods directly to your door. Mailing weights for each mailable item are given in the Catalog and also on the Order Blank. Your postmaster will tell you in what postal zone from Buffalo your town is located.

To determine how much postage to send, figure the total weight of your order, (16 oz. to a lb.), then see the chart on the back page of the Order Blank.

PARCEL POST C. O. D. . . . When your goods are shipped parcel post COD, there is a fee for Collect on Delivery. Therefore you will save money by sending the full amount needed to pay for your merchandise and postage — in advance — with your order.

FREIGHT . . . If the words "shipping weight" appear in the Catalog description of any merchandise, that item cannot be mailed . . . it must be sent by freight or express. Freight is the cheapest way to send large shipments. A minimum freight rate is charged for goods that weigh up to 100 lbs. Over 100 lbs. you pay the exact charges. For instance, if the rate per 100 lbs. is \$1.00 and the goods weigh only 30 lbs., you pay \$1.00. If the goods weigh 110 lbs. you pay \$1.10.

Freight is shipped "Charges Collect." Be sure to give nearest freight station, in charge of a freight agent.

EXPRESS . . . A quicker method of shipment than Freight, but the cost is a little higher. Do not send money for Express — all Express shipments are sent "Charges Collect."

Larkin Co Inc. Buffalo 10, N. Y.